LY 28, 1947

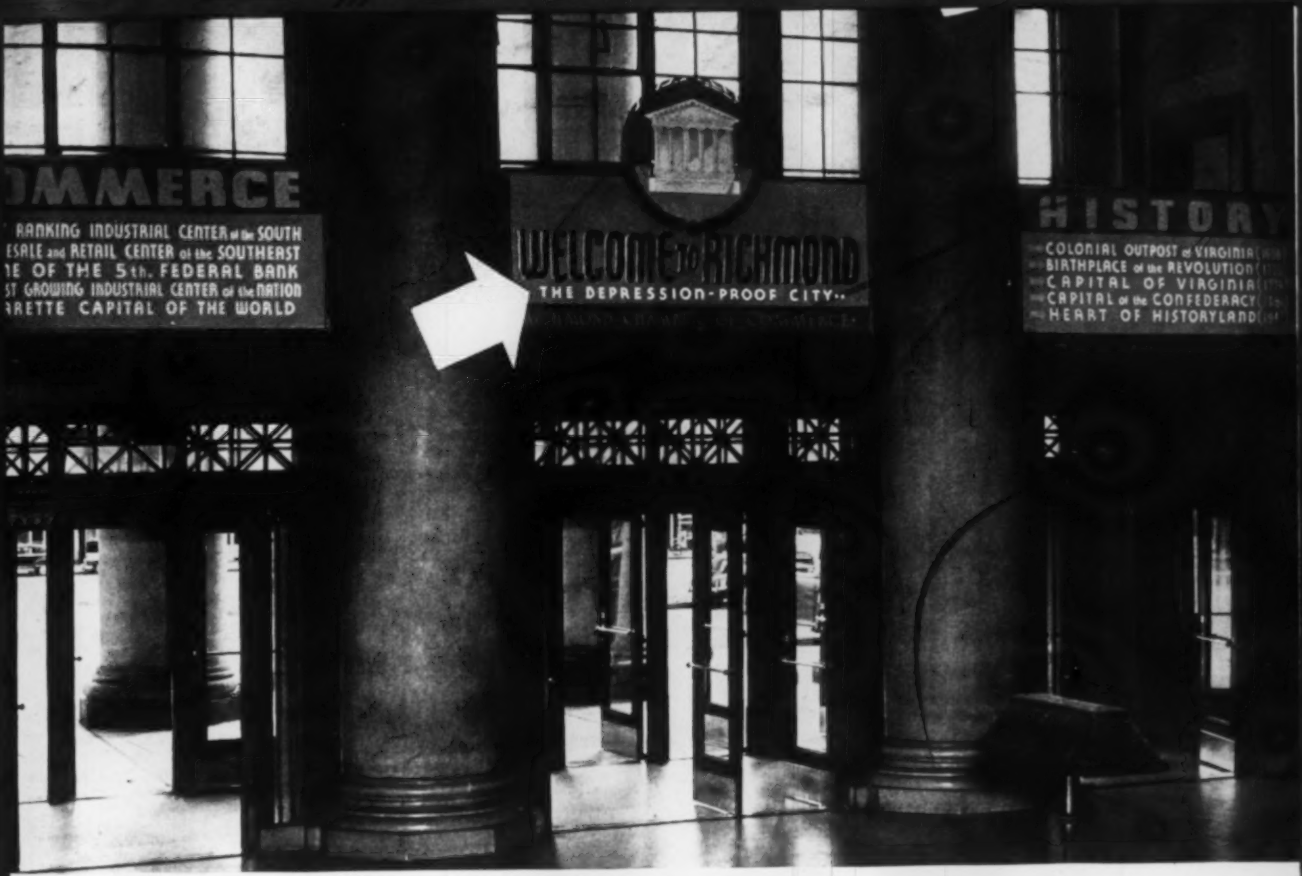
PRICE 20 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

# TELECASTING

KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY


OMMERCE
RANKING INDUSTRIAL CENTER of the SOUTH
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E OF THE 5th. FEDERAL BANK
ST GROWING INDUSTRIAL CENTER of the NATION
ARETTE CAPITAL OF THE WORLD
WELCOME TO RICHMOND
THE DEPRESSION-PROOF CITY..
HISTORY
COLONIAL OUTPOST of VIRGINIA
BIRTHPLACE of the REVOLUTION
CAPITAL OF VIRGINIA
CAPITAL of the CONFEDERACY
HEART OF HISTORYLAND

## WHAT OTHER MARKET CAN SAY THIS?

In the Broad Street Railroad Station in Richmond, the Chamber of Commerce has placed a sign for all to read. It says: "WELCOME TO RICHMOND—THE DEPRESSION-PROOF CITY."

Diversified industry is part of the answer. From cakes to cigarettes to printing to railroads. Richmond also has the ideal location for inland shipping and selling. It's one market that cannot be overlooked in any radio time-buying budget.

If you want to cover Richmond, the depression-proof market that's at the top of the South, get the station that has come further faster—W-L-E-E.

**W-L-E-E**

***Mutual . . . in Richmond***

TOM TINSLEY, Director • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by HEADLEY-REED

# This is the Roy Schertz family OF BENSON, ILLINOIS

WE'RE *extra* well-acquainted with the Roy Schertz family of Benson, Illinois. Keith (now studying Agriculture at the University of Illinois) won the WLS Future Farmer award trip in 1945. *This* year, Lyle won the same three-day Chicago trip. Don, 23, is a chemical engineering senior—Cletus, 17, high school junior—Rita, 14, grammar school graduate.

Schertzes have 90 acres in corn, using the four-year, corn-corn-oats-clover rotation. They marketed 225 Duroc hogs and five beef cattle last year—milk six Guernseys (three purebred), and have 400 laying hens.

Our microphones have focused for 23 years on this family and thousands like it in Midwest America. We give them the service they need, the entertainment they want. Their consequent loyalty to WLS is easily measured in sound advertising results.

Rita is learning the tractor with brother Lyle's help. It takes two tractors to maintain the 200-acre Schertz farm operation.

The family home place—2-story house—tool shed—cowbarn—2-car garage—small orchard—chicken house—real living comfort.

Father Roy and Future Farmer Lyle discuss the crop records Lyle keeps. The Schertzes show real teamwork in the farm business.

Rita, grammar school graduate, was named "State Outstanding" in 4-H work—her dress and the skirt she is making are 4-H projects.

Cletus (l) manages Benson High's ball team. Lyle graduated this spring. Vocational Ag Teacher Jackson (r) umpires the ball game.

**WLS**

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President

GLENN SNYDER Manager

**CHICAGO 7**

**890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.**

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

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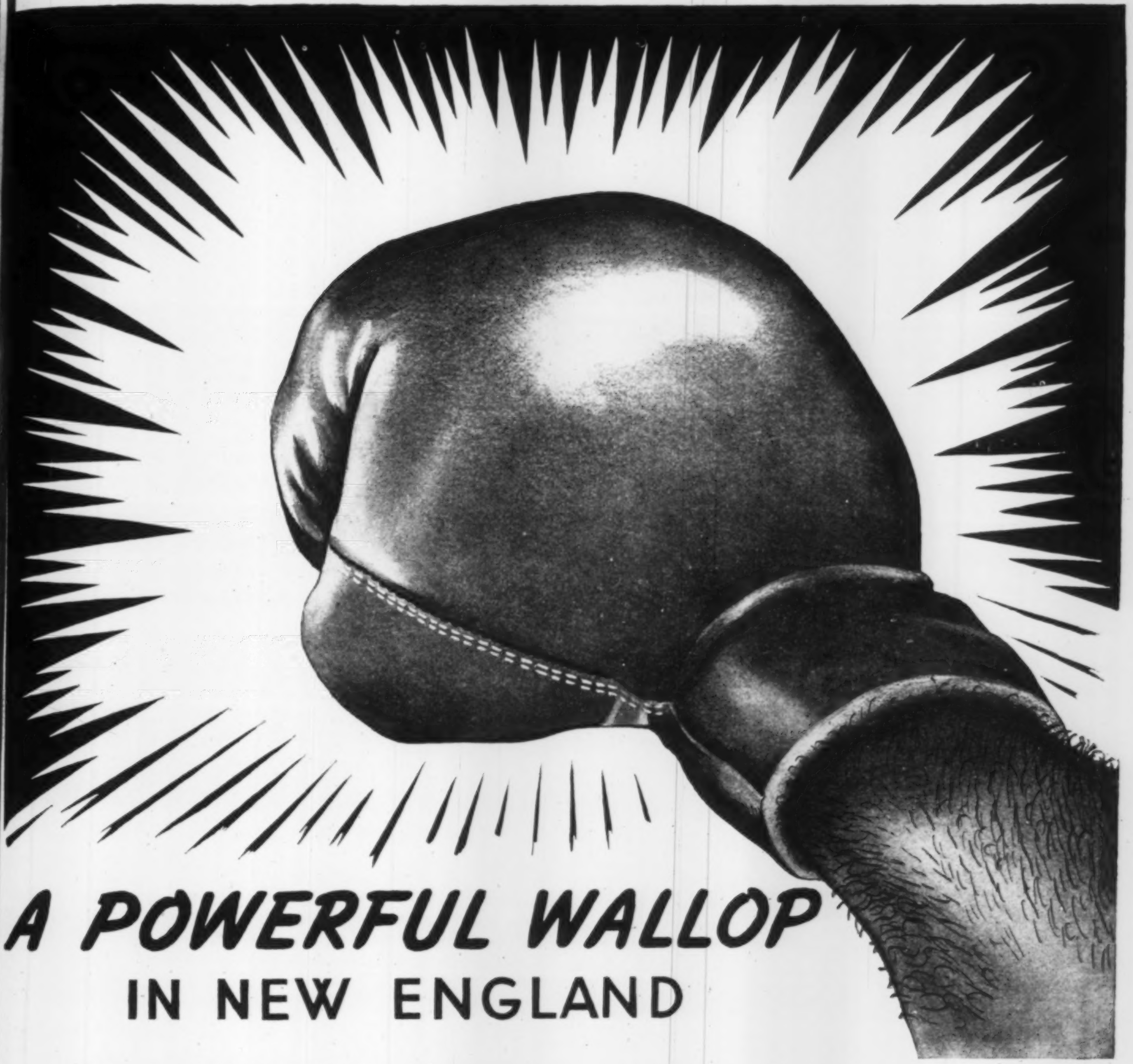

# A POWERFUL WALLOP
## IN NEW ENGLAND

Sales punch in the vital spots where impact counts is always an actuality with Yankee home-town stations. No wild swings, misses or shadow boxing, as when too few and distant stations are employed.

Every Yankee station packs a punch — covers a major trading area with the infighting effectiveness that only a local station can provide. There are 24 of these Yankee home-town stations, reaching 89.4% of New England radio listeners — delivering a "Sunday punch" every day in the week.

*Acceptance is* THE YANKEE NETWORK *Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING... at deadline

## Closed Circuit

JOINT campaign which would be underwritten by major networks to sell radio as advertising medium under discussion with Victor Ratner, free-lance expert who did outstanding job as CBS director of promotion. Presentation would center around (1) radio as greatest advertising medium; (2) radio today is at very pinnacle of its achievement. Campaign would sell overall radio against other media.

MELO-WAX Shoe Polish, Philadelphia, reportedly ready to start test spot campaign in Philadelphia and Cleveland about mid-September. Wm. Von Zehle, N. Y., is agency.

ANENT item this column last issue on Drew Pearson, Harry Trenner, vice president in charge of radio of William H. Weintraub & Co., Lee Hat agency, says there is no plan for hat company's withdrawal of sponsorship of Pearson over ABC. He asserts plans being made for new agreement which would constitute "longest contract we have ever made with a piece of talent."

CBS reported last week considering expansion of transcription facilities. While no immediate expansion planned, network spokesman said, "we would be interested (in acquiring additional transcription facilities) if an attractive proposition came along."

BIOW Co., New York, reportedly looking for show to replace Milton Berle this fall for Philip Morris cigarettes.

NEW developments not impossible in KMED Medford, Ore., transfer case, in which FCC proposed to approve sale to competing bidder under Avco Rule, not to original purchaser [BROADCASTING, July 7]. Gibson Broadcasting Co., first bidder, and Medford Radio Corp., successful applicant, may merge. If that developed, seller and both proposed purchasers might all have hand in KMED ownership, since Mrs. W. J. Virgin, present owner, now has potential interest in each applicant.

FLANKING Ray Henle, Washington commentator who becomes editor-in-chief of new Sun Oil Co. *Newspaper of Air* on NBC, will be two of Washington's best-known editors—Felix Morley, former editor of *Washington Post* and ex-president of Swarthmore, and possibly Ned Brooks, for 15 years one of top men for Scripps-Howard Newspaper Alliance. Third newsman, who will not take stint on air with Henle and his associate editors, expected to be named as coordinator. Program, replacing Lowell Thomas who moves to CBS, begins Aug. 29, 6:45-7 p.m., Mon.-Fri. Agency: Roche, Williams & Cleary, Philadelphia.

MEXICAN radio agog over reports that West Coast Preacher Herbert W. Armstrong is negotiating for acquisition of one or possibly two high power "border" stations and is so-

(*Continued on page 86*)

## *Upcoming*

July 28: NAB Educational Standards Committee, NAB Hdqrs., Washington.

July 28: Conference on Public Service Programming, Madison, Wis. (Sponsored by U. of Wisconsin and WHA.)

Aug. 12: BMI Board, BMI Hdqrs., New York.

(Continued on page 83)

## Bulletin

BMI AUTHORITIES said Friday that Eddie Janis, now West Coast professional manager, will become head of film synchronization for BMI effective Aug. 11, indicating broadening of BMI interest in picture music rights. Irving Weiss, now professional manager of Mayfair-Morris, to succeed Mr. Janis.

### WLW NAMES DUNCAN ACTING HEAD OF TV

ROSCOE DUNCAN, chief television engineer for WLW Cincinnati since August 1944, named acting director of television operations for Crosley Broadcasting Corp., WLW parent firm. He will coordinate departmental relations pertaining to video. Philip Konkle continues to supervise construction of WLWT Cincinnati, WLWC Columbus and WLWD Dayton, Crosley video outlets.

### IBEW LOCAL WEIGHS OFFER

IBEW Local 45, Los Angeles, to vote whether to accept 10% wage increase offered area's independent station engineers. Individual union members indicate acceptance likely.

KAISER-FRAZER Corp., Willow Run, Mich., planning national radio spot campaign from coast-to-coast. Details not yet available.

### VICE VERSA

NAB MOVED Friday to correct error in current by-laws referendum which would have had members voting backwards on one subject. In referendum data previously sent out [BROADCASTING, July 14], numbering of Proposals No. 1 and No. 2 in Article 6, dealing with election of directors-at-large, was transposed. Thus members voting on basis of accompanying explanatory note, which referred to changes by number, actually would have voted for what they didn't want. Proposal No. 1 should relate to both nomination and election by station classification; No. 2, to nomination by classification, and election by full membership. Supplemental ballots for this section being distributed with warning that votes on Article 6 will not be counted unless recorded on supplemental ballots.

## Business Briefly

**FIG-SELLING CAMPAIGN** ● California Fig Institute, Fresno cooperative, Oct. 1 starts six-months transcribed campaign in Los Angeles, five Midwest cities, nine cities in East. Radio to get bulk of estimated $100,000 overall campaign appropriation. Agency, Elwood J. Robinson Adv., Los Angeles.

**INSURANCE CONTRACT** ● John Hancock Mutual Life Insurance Co., Boston, Oct. 4 starts for 52 weeks *Point Sublime* on 14 CBS stations, Sat., 7:30-8 p.m. (PST). Agency, McCann-Erickson Inc., New York.

**GUM DRIVE** ● Leaf Gum Co. launching national radio spot campaign calling for expenditures of $750,000 on annual basis. Campaign will cover more than 100 radio stations, including most important outlets of four major networks.

**BUYS NEWS SHOWS** ● Sweets Co. of America (Tootsie candies) buying news and other programs in dozen markets beginning Aug. 1. Agency, Duane Jones Co., New York.

**ADMIRAL PROFITS** ● Admiral Corp., Chicago, announced 74% increase in sales for first six months of 1947, compared to similar period of 1946. Net profit, after all charges, represents $497,324 increase for same period, or net profit of 55 cents per share.

### CONGRESSMEN LAUD JONES AS HE LEAVES FOR FCC

BI-PARTY OVATION greeted official announcement of resignation of FCC Commissioner-designate Robert F. Jones (R-Ohio) from Congress last Friday afternoon (earlier story page 20).

Dean of Ohio delegation, Thomas A. Jenkins, Republican, predicted "great success" for new Commissioner. Robert Sikes (D-Fla.) declared Mr. Jones had "inspired every member of Congress." Former Democratic Speaker Sam Rayburn (D-Tex.) said "I shall miss him personally." GOP Floor Leader Charles A. Halleck (R-Ind.) termed him "completely and thoroughly honest, unquestionably of great integrity." Appropriations Committee Chairman John Taber (R-N. Y.) called him "one of the ablest parliamentarians and ablest committee members we've ever had in the House."

When Mr. Jones stood to answer his colleagues, entire House rose and applauded. Mr. Jones commented jovially: "Our relationship will never be the same because I am leaving to be a bureaucrat. And because I gave no quarter I expect none. But I hope to receive from you the same critical support we have tried to give in the past year." He was praised by Republicans for handling of Interior Dept. appropriation, which was slashed originally under his direction by more than 40%. Democrats praised his capacity for work and ability on House floor. Salute was touched off by reading by Speaker Joseph Martin (R-Mass.) of letter from Mr. Jones announcing resignation effective Sept. 2.

# It's Our Birthday

HAPPY BIRTHDAY

## WHHM CELEBRATES THE START OF ITS SECOND YEAR OF BROADCASTING THIS WEEK

**WHHM has set an enviable record in one year of Broadcasting. The response in Hooper ratings, fan mail, and pleased advertisers clearly indicates WHHM is THE FRESHEST CONCEPT IN RADIO IN MEMPHIS!**

**SPORTS**—WHHM leads in bringing the latest play by play sports to the Mid-South • All road games of the Memphis Chicks • All local high school and college football games played in Memphis • State championship prep school basketball games • Sports News and Views.

**NEWS**—News at regular intervals with emphasis on local and sectional events. WHHM's audience knows where to turn to get the latest news . . . first.

**MUSIC**—Planned programming has lead to high Hoopers. WHHM is the station that's so easy to listen to. That's why it's first choice of so many.

- ***THERE'S A DIFFERENCE SINCE WHHM WENT ON THE AIR***
- ***MORE LISTENERS PER DOLLAR IN MEMPHIS***

**Get Ready for a Bigger Second Year with**

# WHHM

**The Spot for your Spots in Memphis, Tenn.**

*Represented by*
**FORJOE & CO.**

WE DON'T WIGGLE FOR LITTLE **EGYPT** (Ky.)!

Sure, sure, sure—WAVE loves its country cousins, and we're *delighted* though *doubtful* if any of the boys and girls in Egypt, Kentucky, shake a leg (or anything else) to WAVE's tune, as it were. But no, we don't *program* for Egypt, nor otherwise shape our ends to the rural audience. We program for the *Louisville Trading Area* which happens to be a really metropolitan market, and which also happens to buy more merchandise than all the rest of Kentucky combined, and whose people deserve (and get) urban *entertainment* from WAVE.

The result? Well, we won't belabor the point, but if you really want to make your shimmy shake in Kentucky's best market, better put your name on the WAVE-y line.

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

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**At Washington Headquarters**

**SOL TAISHOFF**
*Editor and Publisher*

**EDITORIAL**

**ART KING**, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

**BUSINESS**

**MAURY LONG**, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

**CIRCULATION AND READERS' SERVICE**

**BERNARD PLATT**, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

**PROMOTION**

**WINFIELD R. LEVI**, *Manager*

Betty Beckanstin.

---

**NEW YORK BUREAU**

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

**CHICAGO BUREAU**

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

**HOLLYWOOD BUREAU**

6000 Sunset Boulevard, Zone 28, *HE*mpstead 818
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

**TORONTO BUREAU**

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

*Copyright 1947 by Broadcasting Publications, Inc.*

SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

## A POPULATION HAS CHARACTER

. . . And that character can be measured in many ways—by income buying habits or tastes—depending upon the information you need. . . . But, in the Nashville area population is divided into 156,908 families with average incomes over $2,500—well above the national average. . . . And their buying power increased *1000%* from 1935-45*. . . . There's ample sales potential, so, sell those buying families while they are tuned to favorite programs broadcast by WSIX.

**WSIX**

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

---

* From 1947 report of Tenn. State Planning Board

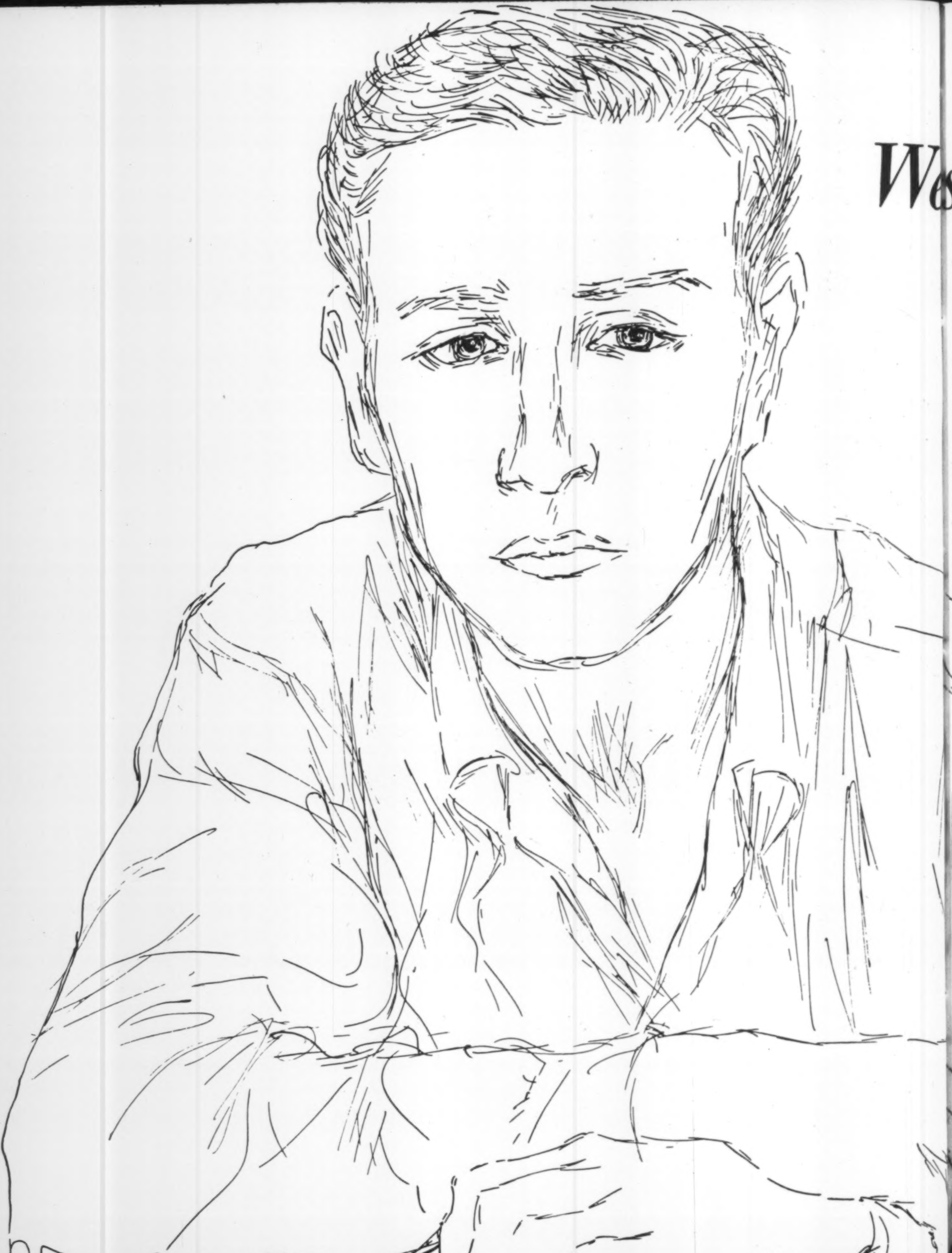
**AMERICAN • MUTUAL**

**5,000 WATTS • 980 KC**

*Represented Nationally by*

**THE KATZ AGENCY, INC.**

**WSIX gives you all three: MARKET, COVERAGE, ECONOMY**


Childs

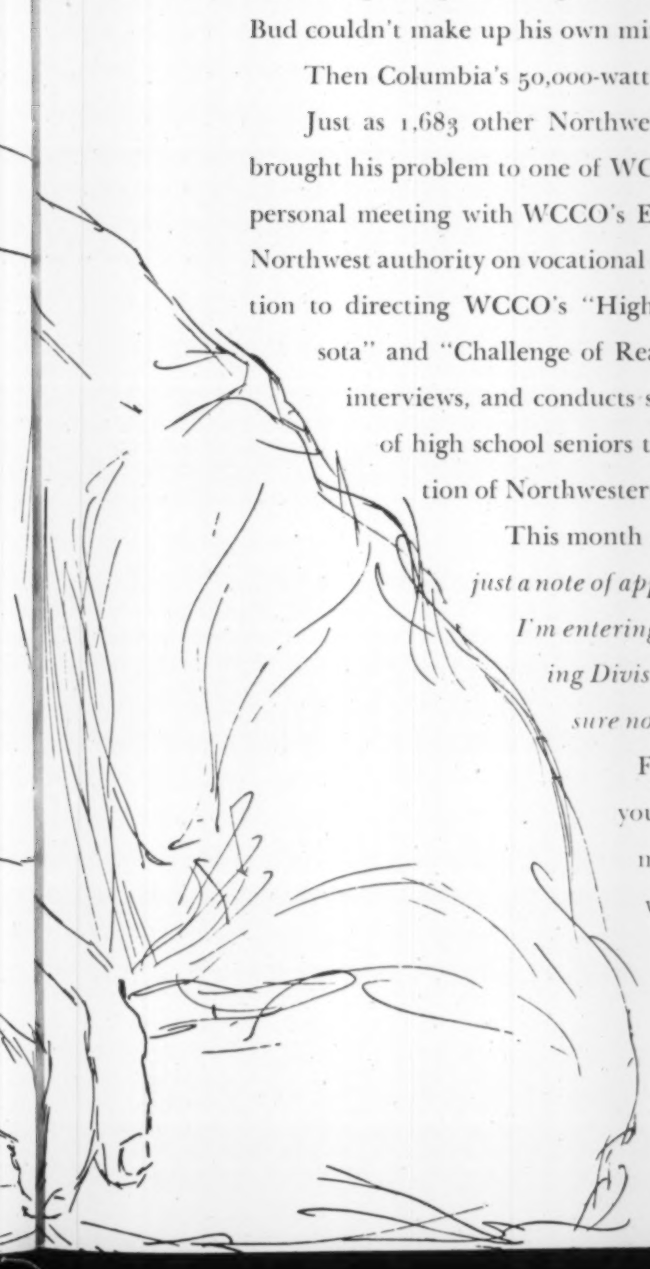
# saw it coming...

Alvar "Bud" Elbing walked to the center of the stage of the Washburn High School auditorium in Minneapolis. As his family and friends looked on, 17-year-old Elbing was handed his diploma, then walked down to face the toughest problem that can confront a graduating senior: "Where do I go from here?"

Bud's father had offered to train him as an electrician and find him a steady job with good pay. His English teacher, on the other hand, had said that with his knack for putting words together, Bud should go to college and get into advertising. Bud couldn't make up his own mind.

Then Columbia's 50,000-watt WCCO looked ahead. And found Bud's future.

Just as 1,683 other Northwestern high school graduates and veterans, Bud brought his problem to one of WCCO's "Vocational Guidance Sessions." He had a personal meeting with WCCO's Educational Director, E. W. Ziebarth, recognized Northwest authority on vocational aptitude—and found his "right niche". (In addition to directing WCCO's "Higher Education as a Public Problem in Minnesota" and "Challenge of Reading," E. W. Ziebarth devotes time to personal interviews, and conducts special vocational guidance sessions with groups of high school seniors through the cooperation of the Boards of Education of Northwestern communities.)



This month Alvar Elbing wrote: *"Dear Mr. Ziebarth: This is just a note of appreciation for the guidance you gave me at WCCO. I'm entering the University this Fall, to study in the Advertising Division of the School of Business Administration. I'm sure now, after talking with you, that's what I want to do."*

Finding the right niche for Alvar Elbing and other young Northwesterners, is the kind of service that has made WCCO "The Good Neighbor to the Northwest." It explains too, why more people listen to WCCO than to any other station in the Northwest.

**WCCO**

*Columbia Owned • 830 kc*
*Minneapolis-St. Paul*

**5 PROFIT MARKETS**
*it pays you to cover!*

**WGAL**
Lancaster, Pa.
Established 1922

**WKBO**
Harrisburg, Pa.
Established 1922

**WRAW**
Reading, Pa.
Established 1922

**WORK**
York, Pa.
Established 1932

**WEST**
Easton, Pa.
Established 1936

**STEINMAN STATIONS**

NBC AFFILIATES

**Available individually to suit your needs. Write:**
*Sales Representative*
**RADIO ADVERTISING COMPANY**
New York • Los Angeles
Chicago • San Francisco

# Feature of the Week

AN EX-GI, wounded in Pacific action so that he can never walk again, will soon move into his own new home loaded down with gifts because of the kindness of his friends and neighbors and the efforts of WSYR Syracuse, N. Y.

When Vinnie Shelton was released from an Army hospital last fall he was greeted with the news that his friends and neighbors had conducted a car raffle and a dance and were raising money to build him a new home. It was just a matter of time, they said.

But several weeks ago WSYR Commentator E. R. Vadeboncoeur learned that all had not gone as planned. The house had been stalled since January when the committee ran out of funds and Vinnie was living in a hospital bed in the living room of his father's home. $2,000 more was needed, the commentator learned, so he staged an appeal on his 12:15 p.m. commentary and asked 2,000 listeners to send in $1 each to finish the job.

Five days after the original appeal he asked listeners not to send any more. Two days later he again urged them not to send any more, for the fund had passed $2,700.

*Mr. Vadeboncoeur (l) congratulates Vinnie, surrounded by his wife and father.*

When Mr. Vadeboncoeur refused money, people sent gifts. One gave the floors for bathroom and kitchen, another a washing machine and ironer, another a driveway, and so on. An alderman even got a tax deed for the lot next to Vinnie's. The city of Syracuse made the house and land tax-exempt.

In a few weeks, Vinnie Shelton will be moving into "The House a Mike Built."

# Sellers of Sales

VISITING a friend in Salem, Ore., the young Adolphe Wenland found him concerned about his failure to sell more Stutzes. Never one to despair, Mr. Wenland took hold of the fair ground display and assembled quite a crowd.

Pleased after delivering a sound sales pitch, Adolphe fully expected at least a couple of sales. But a man with a whistle appeared on the scene, blew same and the majority of the crowd assembled to return to the local mental asylum.

That was thirty years ago. Since that time he has gone on to establish an enviable reputation in the west as a merchandising expert. First he devoted his time to merchandising and later opened Adolphe Wenland & Assoc., an advertising agency specializing in retail type accounts.

ADOLPHE

As an accomplished merchandiser, he has been retained in a number of liquidation proceedings amounting to more than $10,000,000. In his current occupation as head of a Hollywood agency bearing his name, he divides his firm's interest between exploitation and advertising, serving 20 accounts. Several of his local radio retail campaigns have been cited with national recognition.

A native of Portland, Oregon, where he was born June 1, 1899, Mr. Wenland received his secondary education at Portland academy and Lincoln High School there. Next he attended Reed College for two years before entering service for one year.

Upon separation he joined his father who operated a retail store chain. From there he set out on his own in 1920, restricting himself to merchandising in Northwest states until he arrived in Los Angeles in 1930. Then in 1932 he established the agency which he currently operates.

On a trip to Los Angeles, he married Helen Oremland on March 24, 1927. They have two children, Benton, 17, and Belinda, 11. The Wenlands live in Encino, a San Fernando Valley community. Civic activity is Mr. Wenland's prime hobby. He is on the Encino Chamber of Commerce board of directors, is chairman of community's Mayors Selection Committee.

**WOC**

*"Phew! It's hot—but we're still listening to WOC first!"*

MINNEAPOLIS
ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS

QUAD Cities

**DAVENPORT, ROCK ISLAND MOLINE, EAST MOLINE**

Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

**5,000 Watts, 1420 Kc.**
**Basic NBC Affiliate**

**B. J. Palmer, President**
**Buryl Lottridge, Manager**

**WOC**

**WOC-FM**
**DAVENPORT, IOWA**

*National Representatives:*
**FREE & PETERS, Inc.**

# *It takes all kinds of people*

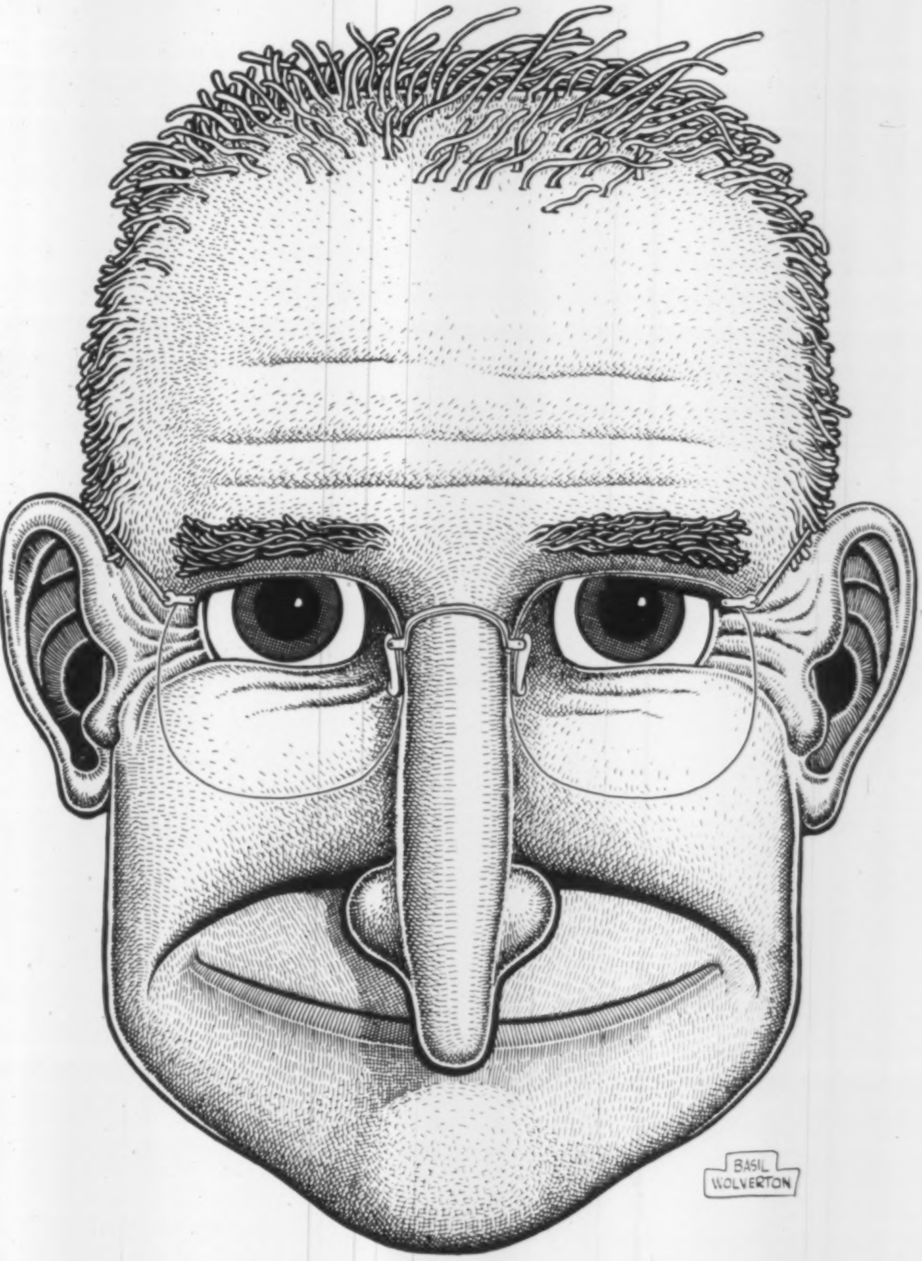
## ...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena

# WALLACE KADDERLY

## *KGW Farm Director*

As you can plainly see, Wallace Kadderly has a highly-developed nose for news—farm news, that is. Wallace has just returned from a three month trip to Australia and New Zealand as special farm radio representative of the U. S. Department of Agriculture. This much-merited honor—entirely unsolicited—was the natural result of Wallace's long-time experience in the field of farm broadcasting. Program Director and Manager of KOAC at Oregon State College, director of the U.S. Department of Agriculture's part of NBC's Western Farm and Home Hour, and then chief of radio service for the Department of Agriculture, Wallace completed the cycle when he returned in June, 1945 as Farm Director of KGW. "Farm Time" Monday through Friday (7:00-7:30 a.m. PST) has been maintained by KGW as an unsponsored, public service feature, but if you have something to sell to farmers—and what radio advertiser hasn't—KGW can deliver one of the most loyal farm audiences of any station in the nation.

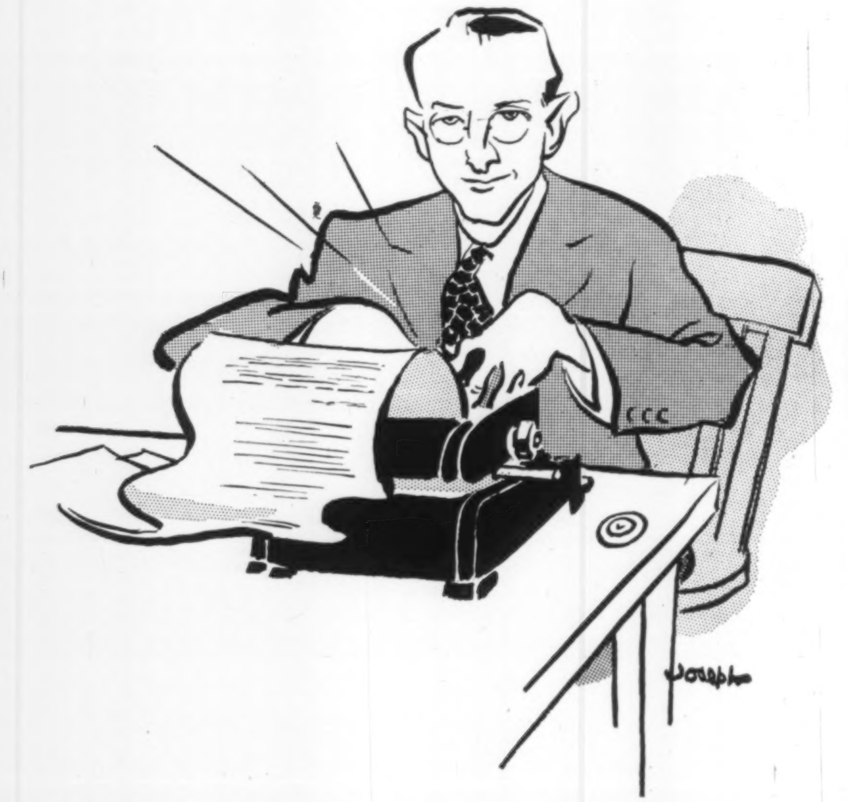


***Next Week***
HAROLD SINGLETON
Chief Engineer

***REPRESENTED NATIONALLY BY EDWARD PETRY & CO.***

**KGW**
**PORTLAND, OREGON**
**AFFILIATED WITH NBC**

## NO. 19—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)



## PROMOTION!

And who is this industrious character, you ask? It's our E.P.J. Shurick, F&P Promotion Manager (and author of radio's official history, "The First Quarter-Century of American Broadcasting"). Except for being an author, however, Ed is essentially no different from every other Colonel in our organization. We *all* feel that we are doing more to promote spot-broadcasting than any other outfit—by more constructive research, sales *and service.* Let us prove it to you!

| EXCLUSIVE REPRESENTATIVES: | |
|---|---|
| ALBUQUERQUE | KOB |
| BALTIMORE | WCBM |
| BEAUMONT | KFDM |
| BOISE | KDSH |
| BUFFALO | WGR |
| CHARLESTON, S. C. | WCSC |
| CINCINNATI | WCKY |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DENVER | KVOD |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| FT. WORTH-DALLAS | WBAP |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KMBC |
| LOUISVILLE | WAVE |
| MINNEAPOLIS-ST. PAUL | WTCN |
| NEW YORK | WMCA |
| OMAHA | KFAB |
| PEORIA-TUSCOLA | WMBD-WDZ |
| PORTLAND, ORE. | KEX |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| SAN DIEGO | KSDJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TELEVISION: | |
| ST. LOUIS | KSD-TV |

# FREE & PETERS, INC.

***Pioneer Radio Station Representatives***

***Since May, 1932***

| NEW YORK: | CHICAGO: | DETROIT: | FORT WORTH: | ATLANTA: | HOLLYWOOD: | SAN FRANCISCO: |
|---|---|---|---|---|---|---|
| *444 Madison Ave.* | *180 N. Michigan Ave.* | *Penobscot Bldg.* | *406 W. Seventh St.* | *Palmer Bldg.* | *6331 Hollywood Blvd.* | *58 Sutter Street* |

BROADCASTING
TELECASTING

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# Agencies Predict New Radio Accounts

## Small Percentage Is Predicted For New Station

NEARLY HALF of agency executives, or 44%, plan to use radio this fall for accounts which have not used radio before, according to answers received in the third questionnaire in BROADCASTING'S Poll of Advertising Agencies (8th in the TRENDS series).

The poll was submitted to a representative cross-section* of advertising agency executives and time buyers early in June. Part of the replies were reported in BROADCASTING, July 14.

Answers to another question indicated that 38% of those polled did not plan to use time with new stations which have begun operations in 1947. The average agency indicated an intention of using 3% of their fall radio budgets with new stations.

In order to determine whether or not the fall season will bring new accounts to radio and new programming and announcement innovations, the agency panel was asked:

**FORTY-FOUR per cent of agency executives expect to use radio this fall for accounts which have not used radio before, according to answers received to BROADCASTING TRENDS third agency survey. The poll, conducted by Audience Surveys Inc., also showed that the major portion of these accounts will be in the food and drink category.**

*"Are you planning to use radio this fall for any accounts which have not used radio before?"*

| | % of all respondents |
|---|---|
| Yes | 44 |
| No | 52 |
| Don't Know & No Answer | 4 |
| | 100 |

Almost half (44%) of the agencies in the panel reported that they will be using radio for some of their clients for the first time in the fall. 52% said ‘no" and only 4% failed to answer.

Those who replied affirmatively (that they had accounts which planned to use radio for the first time) were asked to indicate what type of account or product:

| | % of all reporting new radio users |
|---|---|
| Food and drink* | 44 % |
| Automotive and automotive service | 7 |
| Drugs and cosmetics | 5 |
| Household appliances | 5 |
| Transportation | 5 |
| Farm | 4 |
| Clothing & textile | 4 |
| Schools | 4 |
| Tobacco | 4 |
| Dry Cleaning | 4 |
| Miscellaneous (includes: furniture, public relations, publications, insurance, special services, plastics and bowling equipment) | 8 |
| | 100 |

*Includes: meat, beer and wine, candy, ice cream, etc.

As might be expected, this list reflects increasing advertising plans for many products which were in short supply during recent years, and which only now are beginning to seek out their markets while most of the classifications have used radio before, this report from the agencies indicates new specific accounts are turning to radio in significant numbers.

*"Is your agency planning any program announcement innovations?"*

| | % of all respondents |
|---|---|
| Yes | 20 % |
| No | 65 |
| No answer | 9 |
| | 100 |

About one of every four agencies has plans for innovation in their fall programs or announcements; 65% are planning no major innovations.

Most of those with new radio approaches in mind were reluctant to divulge their ideas. Among the few who offered some preview of their fall plans, the following comments appeared:

"We plan a house program showing how advertising functions in daily life, tying up with our clients as examples—but paid for by us".

"As we have our own studio transcription department, we plan to use quite a few unusual production techniques—both in programs and spots, to raise the level of sponsor product identification".

"Trying to sell all clients on transcribed spots rather than live; and on live shows rather than transcribed".

"A half-hour fashion show with duo-sponorship by woman's apparel store and furniture store".

"Straight selling copy—no institutional".

Two other questions have been in the minds of broadcasters in considering what fall business will look like—how will new stations fare, and how much business will go to FM and Television. To get an advance judgment on these subjects, the agency executives were asked:

*"Approximately how much of*

(*Continued on page 73*)

# NAB Committee Outlines New Code

## Commercial Copy Limit Of 3 Minutes In Each Quarter-Hour

PRELIMINARY paper work for a new broadcasting code, designed to establish standards of practice horizontally applicable to all segments of radio and to be voluntarily observed, was completed by the Special Standards of Practice Committee of the NAB at a two-day meeting last week in Washington.

In a wholly harmonious atmosphere, the committee completed its revision of standards proposed to govern commercial and programming operations of all stations and networks and as a means of establishing uniform trade practices throughout radio.

The recommendations now go to the NAB's Program Executive Committee, tentatively scheduled to meet in Washington Aug. 8-9. Under Association action, authority to promulgate the code resides in the board of directors, which is not scheduled to hold its next meeting until Convention time in Atlantic City the week of Sept. 15.

Greatest discussion, it is thought, will center upon provisions relating to limitations on commercial credits. The proposed code would provide a maximum of three minutes of commercial in each 15-minute segment throughout the broadcast day. This maximum would apply to participating programs or those in which more than one advertiser is accommodated.

### Limit on Segment

The limitation for a single advertiser sponsoring a 15-minute segment would be two and a half minutes, leaving to the station the one-half minute break for station identification and an unrelated commercial announcement. Double-spotting would be out.

As had been discussed on every recent occasion during which length of commercials has arisen, the preponderant view is that there should be no differentiation between day and night commercials, with the same limitations to apply.

Consideration likewise has centered around a 20-second, 40-word limitation on station break spots.

Concerned over the recent case [BROADCASTING, July 14] where a local advertiser brought litigation against a station on the ground that he contracted for a 15-minute program and was given 14½ minutes, sentiment on the committee favors specific definition in the code of a quarter-hour program as one runing 14 minutes 30 seconds.

Banning of the middle commercial in news broadcasts likewise is expected to engender protracted discussion. A number of stations, notably larger outlets in major markets, already have eliminated the middle commercial, though criticism of this form of credit has tapered off since the war's end.

Other topics covered in the draft will deal with handling of children's, political, mystery, and religious programs, and of controversial issues.

The proposed new code would be

(*Continued on page 74*)

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*A sample of all national and regional advertising agencies in the U. S., controlled for proper balance by geographical area and volume of business.

## General Mills Achieves New High in Total Sales

TOTAL SALES in the fiscal year ending May 31 of nearly $371,000,000—largest in the company's 19-year history—were reported last week by General Mills, Minneapolis.

Sales were $370,932,427, compared with $298,791,766 for the preceding fiscal year. Earnings also soared to a new record. They were $9,236,214, compared with $7,146,107 in the previous fiscal year.

Earnings per dollar of sales remained at about the same level that had been obtained during the preceding year—2½ cents. Earnings per share of common stock were $3.91, compared with $2.91 in the fiscal year 1945-46.

## To Shift Shows

COLGATE - PALMOLIVE - PEET, through its agency Ted Bates Inc., New York, last week revealed plans for reshuffling its three NBC shows this fall. On Aug. 30 the Judy Canova show will return after a summer hiatus to its Saturday 10-10:30 p.m. period and will remain there until Oct. 4 when it will be heard a half hour earlier on the same day, replacing *Can You Top This* at 9:30-10 p.m. The latter show takes over the Friday 8:30-9 p.m. period. That period was originally intended for the Kay Kyser show but instead the Kyser show will be heard Saturday 10 p.m. when Judy Canova show vacates.

## JIMMY'S 'EYE WASH'

### AFM Czar-Maddy Feud Still Simmers Despite Talks of Peace in Washington

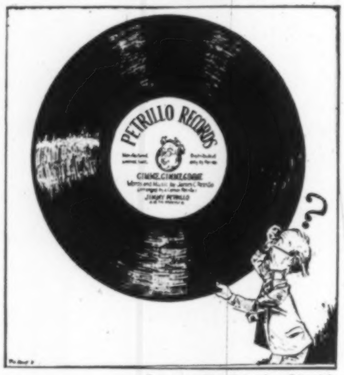
CONCURRENT with Rep. Kearns' announcement in Washington last week that James C. Petrillo, AFM president, had agreed to lift his broadcast ban against student musicians, the feud between Mr. Petrillo and Dr. Joseph E. Maddy, musical director of the National Music Camp at Interlochen, Mich., has risen to the surface again.

While the AFM czar, in answer to the question of whether the agreement would affect the union's ban on broadcasts from Interlochen, commented that "the subject never came up," he did remark that "they're not school children at Interlochen. They don't belong to any school when they're out there. We didn't go into it [the subject] and I don't want to go into it."

The Camp's broadcasts were banned from the air in mid-1942, with the Camp being placed on the "unfair" list in 1945. Subsequently, in 1946, Dr. Maddy was expelled from the union.

At Interlochen, Dr. Maddy termed the Washington announcement as "so much eye-wash," adding that Mr. Petrillo "has agreed to nothing more than he has to" and that "he hasn't agreed to permit broadcasts from here, although the law prohibits his interference."

*He Wants to Call the Tune*



—*Evans, in The Columbus Dispatch*

[*Record label: Petrillo Records; Manufactured, Licensed, Sold, Distributed only by Petrillo. Title, "Gimme, Gimme, Gimme"—Words and Music by James C. Petrillo; Arrangements by J. Caesar Petrillo; (played by) Jimmy Petrillo and his orchestra.*]

Mr. Petrillo has confirmed the fact that music educators have been invited to submit to him a "code of ethics," purpose of which would be to allow children musicians to participate in civic functons, such as music festivals. Meanwhile, no comment was forthcoming from school authorities here. AFM local in Chicago is also sticking by its ruling, leveled against audience participation shows employing musicians, which would require extra reimbursement for musicians used on remote shows. Ruling was forcibly reiterated and handed down prior to inauguration of ABC's *Welcome Travelers* series from College Inn of Sherman Hotel, which union has placed in the remote category. Because of ruling, show has been broadcast from beginning without musicians.

In addition, the ruling calls for added pay for each musician whenever a commercial trade name of any product is mentioned. After announcement of ruling, another ABC show, *Wake Up and Smile*, promptly abandoned prizes for cash and bonds instead.

## NETWORK BOXSCORE

| | |
|---|---|
| Number of commercials on four nationwide networks, June 30 | 266* |
| Number of network commercials starting during July | 5 |
| Number of network commercials ending during July | 8 |
| Net decrease | 3 |
| Number of commercials on four nationwide networks, July 31 | 263 |

| SPONSORS | PROGRAM | NETWORK | TIME | AGENCY |
|---|---|---|---|---|
| **July Additions** | | | | |
| Adam Hat Stores | The Big Break | NBC | Sun., 10-10:30 p.m. | Biow Co. |
| Kreml Hair Tonic | Eddy Duchin | ABC | M, W, F, 4:30-4:45 p.m. | Erwin, Wasey & Co. |
| Lever Bros. Co. | Hop Harrigan | MBS | M-F, 5:30-5:45 p.m. | Foote, Cone & Belding |
| Noxzema Chemical Co. | Gabriel Heatter | MBS | Fri., 9-9:15 p.m. | Stauffer, Sullivan, Colwell & Bayles |
| United-Rexall Drug Co. | Summer Theatre | NBC | Wed., 10:30-11 p.m. | N. W. Ayer & Son |
| **July Deletions** | | | | |
| AFL | Best Things in Life | ABC | Thurs., 9:30-10 p.m. | Furman, Feiner & Co. |
| AFL | Best Things in Life | ABC | M-F, 3:45-4 p.m. | Furman, Feiner & Co. |
| AFL | Labor Must Be Free | ABC | Tues., 8:15-8:30 p.m. | Furman, Feiner & Co. |
| American Transit Assn. | Bulldog Drummond | MBS | Fri., 9:30-10 p.m. | Owens & Chappell |
| H. C. Cole Milling Co. | Smilin' Ed McConnell | MBS | Sat., 11-11:15 a.m. | Gardner Adv. Co. |
| Kreml Hair Tonic | Sherlock Holmes | ABC | Mon., 8:30-9 p.m. | Erwin, Wasey & Co. |
| Quaker Oats Co. | Terry and the Pirates | ABC | M-F, 5-5:15 p.m. | Sherman & Marquette |
| Socony Vacuum Oil Co. | Victor Borge Show | NBC | Mon., 9:30-10 p.m. | Compton Adv. Inc. |
| **July One-Timers** | | | | |
| Adam Hat Stores | Graziano-Zale Fight | NBC | Wed. July 16 11 p.m.-midnight | Biow Co. |
| Gillette Safety Razor Co. | Massachusetts Handicap | ABC | Wed. July 30 6-6:15 p.m. | Maxon Inc. |
| Gillette Safety Razor Co. | All-Star Baseball Game | MBS | Tues. July 8 2:15 p.m. to end | Maxon Inc. |
| **July Changes** | | | | |
| Eversharp Inc. | Lights Out replaces Henry Morgan | ABC | Wed., 10:30-11 p.m. | Biow Co. |

* Corrected from the 270 reported last month.

## Temple, Villanova Grid Games Will Be Telecast

FOOTBALL GAMES of Temple U. and Villanova College will be televised during the 1947 season by WFIL-TV, according to Kenneth W. Stowman, station director.

Station will telecast nine contests between Sept. 20 and Nov. 15, with the Temple games originating at Temple Stadium and all but one of the Villanova games at Shibe Park. Villanova's opening game with Kings Point will be aired from Villanova Stadium. The telecasts will include four Friday night games, four Saturday contests and one Sunday game.

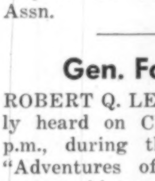
## NAB GROUP WILL STUDY COURSE ACCREDITATION

NAB EDUCATIONAL Standards Committee, holding its initial meeting today (July 28) at NAB's Washington headquarters, will attempt to devise a means of standardizing accreditation of courses dealing with radio and allied fields.

Set up by the NAB board of directors at its last meeting in May, the committee is making a study of courses in schools and colleges, particularly those dealing with script writing and announcing.

Broadcasters attending the meeting are: Ralph Hardy, committee chairman, KSL Salt Lake City; Dr. Willis Dunbar, WKZO Kalamazoo, Mich.; Frank C. Sowell, WLAC Nashville, Tenn.; William B. Way, KVOO Tulsa, and Judith C. Waller, NBC.

## Anthony to WJBK



Mr. Anthony

BOB ANTHONY, former promotion chief of WJR Detroit, has joined the Fort Industry Co. as promotion director of its newly acquired WJBK Detroit. He will supervise all promotion, publicity and advertising, and his duties also will cover WJBK-FM. Before coming to Detroit two years ago Mr. Anthony thony was director of promotion at WHN New York and was secretary of the Television Producers Assn.

## Gen. Foods Shift

ROBERT Q. LEWIS show currently heard on CBS Fri. 8:30-8:55 p.m., during the General Foods "Adventures of the Thin Man" summer hiatus, beginning Aug. 2, will be heard on Sat. 8-8:30 p.m.

## One-Man Job

IT ISN'T OFTEN that one man can be credited with swelling the population of a small town in one day—say, about 1200% — but that's just what happened a fortnight ago in Ashippun, Wis. (pop. 250). The local fire department decided to have a celebration for Gordon Thomas, m. c. of *Top O' the Morning* program on WTMJ Milwaukee. Some 3,000 people crowded in to watch as Alvin Voigt, local fire chief, presented Mr. Thomas with a badge making him a full-fledged member of the "smoke eaters." Award was made as an inducement to the disc m.c. to restrain from "riding" the fire department.

# Network FM Music Is Still Uncertain

## Fear Petrillo May Ask Pay Boost For AFM

By RUFUS CRATER

NEGOTIATIONS looking toward FM duplication of network musical programs were moving swiftly to a head last week, with promises of "an important announcement" about July 31 (Thursday).

Informed industry sources were far from confident that the road to duplication had at last been cleared, however, despite these developments during the week:

1. **AFM President James C. Petrillo, hard pressed by passage of the Taft-Hartley labor law and the Supreme Court's action upholding the Lea Act, reportedly disclosed that he would make no move to forbid the duplication which he has banned since late 1945;**
2. **The four major networks, with the backing of NAB and FMA, announced that they would seek to complete arrangements so that they may begin AM-FM duplications.**
3. **Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee investigating Mr. Petrillo, told BROADCASTING after conferences with the union chief that Mr. Petrillo was giving serious consideration to the questions of AFM relations with both FM and television and had promised that some mutually satisfactory action would be taken.**
4. **Reports persisted that AM-FM duplication would be the subject of an announcement about July 31, giving rise to speculation that AFM might publicly accede, at least temporarily, to network duplication, or might open the door to network-union discussions of the question.**

Several factors formed the basis for the general reluctance to accept these developments as a clear green light to duplicated broadcasts.

Chief of these was a strong belief that Mr. Petrillo, while he may not forbid duplication, probably would demand higher wages for his musicians. This in itself could amount to an effective ban.

AFM demonstrated last week what it could do along these lines. Following KWK St. Louis' dismissal of 10 of its 16 musicians when their contracts expired [BROADCASTING, July 21], the union responded with a demand for almost tripled wages for one of two musicians retained and approximately doubled pay for another. KWK then dropped one of the two.

Another factor lay in the AFM-network contracts themselves. Although both Mr. Petrillo and network spokesmen were represented as agreed that the contracts contain nothing prohibiting the use of AM music on FM, at least some network representatives contended that specific permissive language is necessary.

At least one network reportedly took the position that it will not undertake AM-FM duplication on the strength of anything short of an order from Mr. Petrillo countermanding his 1945 edict, which forbade duplication except where double crews of musicians were hired.

The question of union relations with FM broadcasters was the subject of a series of Washington conferences last week. Network representatives met with officials of NAB and of FMA, and Mr. Petrillo and Rep. Kearns engaged in several conferences in which FM was one of the topics.

Out of this round of meetings came the recurring report that an important announcement relating to AM-FM duplication would be forthcoming about July 31.

On that date Rep. Kearns is slated to meet again with Mr. Petrillo, this time in Chicago, to receive a report on AFM plans for FM and television.

It was speculated that there might be a joint announcement by the Congressman and the AFM czar. But views were divided on what the announcement would contain.

### Temporary Duplication

Some observers felt that it would announce AFM approval of AM-FM duplication, at least until the present contracts expire Feb. 1. Others felt more conservatively that it would express a willingness on the part of the union to discuss the subject with network leaders.

Negotiations on the question of duplicated music have included an informal conference between Mr. Petrillo and FMA Executive Director Bill Bailey. The FMA official said the music czar told him flatly that the union-network contracts do not forbid FM duplication of AM music. Mr. Petrillo reportedly assured him that the union would not try to block duplications.

Network representatives and other broadcasters met most of last Monday (July 21) with members of NAB's Employe-Employer Relations Committee, in conferences on various labor problems. The session included discussion of the duplication question, and it was discussed again in a meeting of the network people with FMA officials Friday evening.

When the networks reported that they would endeavor to arrange for AM-FM duplication, the NAB committee gave its support in a resolution endorsing "the proposal of the networks to confer with the proper officials of the AFM to the end that there be the earliest possible resumption of duplication of AM network musical programs over FM facilities."

Present at the FMA-network sessions were Vice Presidents William S. Hedges and John H. MacDonald and Assistant General Counsel Henry Ladner, representing NBC; Vice President Joseph A. McDonald of ABC and General Manager Kenneth H. Berkeley of ABC's WMAL Washington; Vice President and Treasurer Frank K. White

(*Continued on page 76*)

### Jimmy's Payoff Eyed

AFM CHIEF James Caesar Petrillo faced possible discomfiture from another direction last week. Rep. Carroll D. Kearns (R-Pa.), chairman of a House Labor subcommittee investigating the music czar, said Thursday that the Treasury Dept. is studying Mr. Petrillo's income taxes. The department, he said, has asked for a transcript of the July 7 subcommittee hearing at which the AFM head discussed his income and taxes—including payment of his taxes by the union. Treasury spokesmen, neither confirming nor denying the reported investigation, said it was legal for the union to pay the chief's taxes. What they would be interested in is whether the Government got all the taxes due it—whether they should also tax the taxes.

# AFM, Music-Educators Near Accord

## Kearns Gambles on Hope That Petrillo Will 'See the Light'

GAMBLE WITH AFM is being taken by Congressman Carroll D. Kearns (R-Pa.) in the hope that the musicians' union "will see the light" and refrain from practices "which are harmful . . . to the industry, the American public and the musicians."

Mr. Kearns met with James Caesar Petrillo and a number of prominent music educators in his office last week in a series of conferences which brought about an historic rapport between the AFM chief and some of his former enemies. The result, said Mr. Kearns, was that this "conference developed a great friendship and a lasting one, between Mr. Petrillo and the music educators and school administrators of this nation."

The purpose of the Washington conference was to set up a code of ethics whereby school children, as well as college and university students, could participate in civic functions without restraint.

Some indication of the success of the meeting was given by an invitation to Mr. Petrillo to be the main speaker at the Music Educators' National Conference in Detroit next April. Mr. Petrillo accepted the invitation, tendered by the Music Educators' President Luther A. Richman.

Another concession from the union boss came in an agreement between Mr. Petrillo and Lt. Comdr. Charles Brendler, Capt. Hugh Curry, U. S. Army band leader; Major William F. Santelmann, Marine band leader, and Major George S. Howard, conductor of the Army Air Forces band, to permit recordings of military bands to be used instead of on-the-spot performances. Mr. Petrillo also consented to consider possible sale of such records to the public. He said he would permit use of the recordings by schools, colleges and universities.

### Notify Recorders

Mr. Petrillo will notify the recording companies that he has given permission for them to make recordings of the service bands, and within a very short time the entire Labor committee will meet with the recording companies to make arrangements for cutting the platters, the Congressman asserted.

Mr. Kearns said it will be definitely established that all district, state, and national music festivals will be permitted to broadcast over local, state, and national hookups.

Mr. Kearns vigorously denied that he was being "soft" with the AFM and its chief. He declared that he had criticized Mr. Petrillo "in no uncertain terms," and that the musicians' leader had responded in "a gentlemanly fashion."

### Petrillo Complains

Mr. Kearns revealed that Mr. Petrillo had complained about having a subpoena "hanging over his head." But, declared the Congressman, "I told him that we would keep the subpoena hanging right there until we can be sure that we are getting some place. The investigation and hearings will continue as planned, although we are giving Mr. Petrillo this chance to show his good faith by meeting some of the criticisms that have been made of his union."

Mr. Kearns, who heads a Labor Committee sub group investigating labor union racketeering, said there were some things to be said in defense of the union boss. He said that in many instances he was convinced Mr. Petrillo had been the victim of poor counsel. Also, he added, the union chief did not always know of, nor was he always responsible for, actions taken by local unions.

Mr. Kearns asserted that he had told Mr. Petrillo that his "economics were confused and that he didn't know anything about dealing with modern technocracy." In addition, he declared, "Mr. Petrillo

(*Continued on page 76*)

# WIP All-Night Time Goes to Palumbo

## One of Larger Local Transactions Made In Philadelphia

By HERMAN BRANDSCHAIN

**BENEDICT GIMBEL JR.**, president and general manager of WIP Philadelphia, introduces *Dawn Patrol* master of ceremonies Joe McCauley (seated) to his new sponsor, Frank Palumbo, Quaker City restaurant owner.

WIP's *Dawn Patrol*, biggest piece of radio time in Philadelphia, changed sponsors yesterday in a deal that had the whole town guessing and talking after a series of promotion stunts raised curiosity about a radio program to a new high in the Quaker City.

New backer of the program is 37-year-old Frank Palumbo, operator of Click restaurant, who never sponsored a radio show before. His swank Click Club is one of the nation's most famous bandstands. He also operates Palumbo's, Ciro's and Twentieth Century, rated high among Quaker City night clubs.

Old sponsor was the Pep Boys, who, by hawking auto accessories on the program for nine years and five months, gave claim to the world's longevity record for a commercially-sponsored all-night disc show. *Dawn Patrol*, aired from 1 to 6:45 a.m. seven days a week since March 1938, consists of news, guest appearances and request discs.

At the Pep Boys, a spokesman said that discontinuance of sponsorship did not mean definitely that the company would decrease radio buying. It discontinued the show because it felt the all-night stand had become institutional advertising and the company now feels it should enter into a harder-selling type of advertising.

### Deal in Secrecy

The deal itself took place in great secrecy with only three persons present at negotiations: Frank Palumbo and two WIP executives, Benedict Gimbel, station president, and Gordon Gray, sales director. The contract was signed July 17. It became effective Sunday, July 27, a day after expiration of the Pep Boys agreement. The purchase is reputed to have cost in the neighborhood of $50,000.

Upon consummation of negotiations, Sam Elber and Al Freeman, publicity heads for WIP and Mr. Palumbo respectively, instituted a series of promotion stunts. Keynote of the campaign was mystery and curiosity wetting—"Who is *Dawn Patrol's* New Sponsor?"

Local gossip columns hinted that sponsorship was to change—but word of the new sponsor was not given out. Teaser ads asked who the new sponsor would be. In theaters, seats were taken and marked with signs: "Reserved for New Sponsor of the *Dawn Patrol.*" In several nearby communities where parking meters are in use, overtime parkers had their meter bill paid and cards were left in the automobiles reading: "Paid by the New Sponsor of the *Dawn Patrol.*" Three men were hired to board trolley cars and pay fares for riders, giving them cards reading: "Your ride is by courtesy of the new *Dawn Patrol* sponsor."

When the publicity campaign really got going, Mr. Palumbo weighed anchor with his 42-foot yacht at his Ventnor (N. J.) pier and with huge teaser signs rigged along the craft's sides, cruised a mile offshore up past Atlantic City and back again several times a day from Thursday to yesterday.

Mr. Palumbo sent pony carriages to South Philadelphia to give children free rides, the carriages carrying signs, "Courtesy of the New Sponsor of *Dawn Patrol.*" Four traveling merry-go-rounds also toured the same area giving rides by the same courtesy.

After all that mystery build-up, announcement was made quite simply yesterday when Joe McCauley, known as "Chief Pilot and Flight Commander" of the show, said: "Frank Palumbo presents — the *Dawn Patrol.*"

### Talent Heavy

The program already boasts of having top names as guests. With Mr. Palumbo to furnish night club talent, it is expected that the celebrity parade will increase. For example, on Aug. 4, Frank Sinatra is scheduled to guest-star. In addition to talent of that calibre, Mr. McCauley will be included in heavy promotion by Mr. Palumbo, who averages 1400 lines of newspaper space a week. In the making already are announcements to a mailing list of 150,000, all of whom have been customers of the Palumbo's at some time since 1884, when the night club impresario's father started a rooming house in South Philadelphia.

Listeners to the *Dawn Patrol*, by the way, do not write as often as they wire. The station says present pull is 16,000 telegrams a week and 1,000 letters a week. It's the station's biggest response-puller. Telegrams are usually local, but letters come from many countries.

The program will go in heavily for public service plugs, with the Cancer drive, Red Cross, Damon Runyon Memorial and many local causes already marked down for announcements. Mr. Palumbo already is one of the city's outstanding hosts to underprivileged children. Recently he took 7600 kiddies to the circus, currently takes 1000 to big league games once a month, and last year spent $34,000 to provide orphans in institutions with sports equipment. He is expected to further the causes of such children on *Dawn Patrol.*

## Ralston Renews

RALSTON PURINA CO., St. Louis, Mo., effective Sept. 29 for 52 weeks renews its two MBS programs, *Tom Mix and His Ralston Straight Shooters*, Mon.-Fri. 5:45-6 p.m., and *Checkerboard Jamboree*, Mon.-Fri., 1:45-2 p.m. Agency: Gardner Adv., St. Louis.

WOOF SUPERSONIC
WOOF
SID HIX

Drawn for BROADCASTING by Sid Hix

*"See, it goes faster than sound, so we can go up and audition tomorrow's shows!"*

## Wear-a-Hat Drive

HAT RESEARCH Foundation, New York, in its advertising campaign to combat hatlessness [BROADCASTING, July 14] will use chain breaks and one-minute transcriptions in 30 cities. The campaign will start about the last week in September and will run until Jan. 1. Grey Adv. Co., New York, is the agency.

# WRWR Joins ABC In Albany on Dec. 1

## Replaces WOKO; Installation To Exceed $150,000

THE NEW WRWR Albany, which expects to begin operation about Dec. 1, will be launched as an affiliate of ABC, supplanting WOKO, which has been ordered deleted by the FCC because of hidden ownership aspects. Owned by the Champlain Valley Broadcasting Corp. of which Stephen R. Rintoul, veteran brodacaster and former owner of WSRR Stamford, is president-treasurer and 57½% owner, the new station is being installed at an estimated cost of more than $150,000. It is assigned to 850 kc with 10 kw. Also identified in the ownship are Trell W. Yocum, board chairman of Ridgeway, Ferry & Yocum Adv. Agency with 20%; Carlos A. Franco, head time buyer, Young & Rubicam, 12½%.

### Base Rates

The station will have a base network rate of $200 per hour (as agianst $180 per hour for WOKO). WOKO is scheduled to be deleted on Aug. 31, following an unsuccessful fight carried to the Supreme Court. Presumably arrangements will be made for month-to-month transmission of ABC schedules until the new WRWR begins operation in December.

Mr. Rintoul has not yet announced appointment of staff or national representative. An RCA 10 kw transmitter is being installed along with a six-element directional array. Main construction work is nearing completion, Mr. Rintoul announced last week.

A former executive of World Broadcasting System, Mr. Rintoul was later identified with the Katz Agency, national station representatives, at its New York headquarters. He is widely known in broadcasting and advertising circles.

## Buys 'Screen Guild'

WILLIAM ESTY Co., New York, agency for R. J. Reynolds Co. (Camel Cigarettes) has bought *Screen Guild Players* [CLOSED CIRCUIT, July 14] for fall production, it was announced last week. Agency is currently negotiatng with both CBS and NBC for time availability. *Screen Guild* was sponsored by Lady Esther through Biow Co., but was dropped.

# Radio Impact on Department Sales Heavy

## Joske's of Texas Latest Study Proves It

THAT RADIO is a most effective force in the promotion of retail sales was further demonstrated in a test conducted for Joske's of Texas, San Antonio, largest department store in the Southwest, over a 24-week period (June 24-Dec. 7, 1946) by a research specialist, Vernon Fryburger, former member of the faculty of Miami U.'s School of Business Administration and now on the U. of Illinois faculty.

The test, which dealt with the effects of radio advertising on department and item sales, was made after Joske's, cognizant of the value of earlier research the store had conducted in the field of radio advertising [BROADCASTING, June 16, Feb. 10], decided to make further studies along specialized lines and in doing so had the cooperation of NAB.

Results of the test are revealed in the latest chapters of *Radio for Retailers*, the book giving the full story of Joske's study of radio advertising. The latest findings are being distributed by NAB and the National Retail Dry Goods Assn.

### 6 Departments Studied

In order to properly examine and appraise radio advertising's effect on department and item sales, six departments with parallel sales were used as a testing ground. In three of them, designated as "test" departments—Infants' Wear, Inexpensive Dresses and Inexpensive Coats-Suits—radio was added as a promotional medium. The other three departments—Better Dresses, Better Coats and Better Suits—received no radio promotion and were designated as "control" departments.

TABLE I

Percent of increase or decrease in "test" and "control" department sales during and after radio compared to the period before radio.

| | During Radio | | After Radio |
|---|---|---|---|
| Department | First 6 Wks. | Second 6 Wks. | Third 6 Wks. |
| Inexpensive Dresses ("test") | +12.60 | +18.96 | −18.50 |
| Better Dresses ("control") | −25.40 | −27.43 | −69.01 |
| Inexpensive Coats-Suits ("test") | +160.99 | +252.42 | +239.53 |
| Better Coats-Suits ("control") | +78.73 | +109.35 | +84.86 |
| Infants' Wear ("test") | +39.84 | +67.00 | +49.64 |
| Ready-to-Wear Division ("control") | +19.44 | +25.54 | +24.51 |

Four periods of six weeks each were used for the study (before radio, June 24-Aug. 3; during radio, Aug. 5-Sept. 14 and Sept. 16-Oct. 26; after radio, Oct. 28-Dec. 7), and the general conclusions reached were these:

**1. Radio contributed directly to an average increase in sales of 61.96% in the three "test" departments.**

**2. Indicating its cumulative effect, radio contributed directly to an average increase of 46.89% during the first six weeks of its use, and 76.99% during the second six weeks.**

**3. Radio advertising has greater "carry-over" value. Although sales decreased when radio advertising was discontinued, the average decline in those departments where radio was used was not as great as in comparable departments where radio had not been used.**

**4. Results of this test support the results of other methods of measurement, which have indicated that radio is an effective force in the promotion of retail sales.**

**5. Such research over longer periods of time would provide retailers a simple means of measuring results of their radio advertising.**

The 24-week study developed many interesting comparisons between the radio ("test") and non-radio ("control") departments. It showed, for example, that with radio added all "test" departments registered greater increases during both the first six weeks and the second six weeks of radio than their respective "control" departments. (Table I).

During the experimental period newspaper advertising and other promotional efforts were continued at normal levels for both "test" and "control departments. Radio was the only promotional force added to the "test" departments.

In the 12-week Aug. 5-Oct. 26 period the test departments were promoted on four daily programs and a Sunday night news show, and copy was beamed to all women of moderate income, especially to business girls who want the latest fashions obtainable with their limited budgets.

The total number of commercials by programs scheduled is shown in Table II.

The first four shows listed were selected to reach business girls before going to work and after returning home and also to reach housewives who listen at those times. The Sunday night news show was used to reach a large general audience with news of fashions.

Joske's radio director and the buyers for the "test" departments met weekly to coordinate radio advertising with the departments' promotion plans. Sales people were advised daily of the items featured on the radio and were enthusiastic in their support of the test. Topper signs and counter cards were placed on the racks and tables, indicating the items advertised on the various programs.

TABLE II

| Program | Number of Commercials | |
|---|---|---|
| | Dresses, Coats-Suits, | Infant's Wear |
| Good Morning Show, 7:45-8 a.m. | 42 | 51 |
| News at Nine, 9-9:15 a.m. | 45 | 45 |
| Fulton Lewis Jr., 6-6:15 p.m. | 19 | 22 |
| Aloha From the Islands, 6:30-6:45 p.m. | 29 | 20 |
| Weekly News Roundup, 10-10:15 p.m. (Sunday only) | 4 | 5 |
| | 139 | 143 |

Commenting on the sales increases resulting from the radio advertising, Mr. Fryburger says they were undoubtedly due in part to the enthusiastic support of the buyers and sales people.

Mrs. Louise Binford, buyer for the Infants' Wear Dept., commented on the radio test as follows:

"I feel that the radio advertising test was an unqualified success and one that will have a lasting effect because it has made people conscious of the fact that Joske's has a complete Infants' Dept. That radio advertising is effective was

(*Continued on page 75*)

**FACT THAT RADIO "contributed directly to an average increase in sales of 61.96%" in three test departments is revealed in latest chapters of "Radio for Retailers," the book based on extensive study of radio advertising conducted at Joske's of Texas, San Antonio department store. Latest findings, dealing particularly with effects of radio advertising on department and item sales, are being published by NAB Dept. of Broadcast Advertising as part of its program to stimulate use of radio by retailers and to provide them with tested methods of utilizing radio's sales power. Chapters of "Radio for Retailers" on "Planning" and "Results" were released in October 1946, and on "Copy" and "Programs" in February 1947.**

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# Elvin Moves to WJBK, Kerns to WLOK In Fort Industry Co. Managerial Shifts

MANAGERIAL SHIFTS designed to give effect to FCC's approval of Fort Industry Co.'s purchase of WJBK and WJBK-FM Detroit and its sale of WHIZ Zanesville, Ohio [Closed Circuit, June 23], have been announced by Lee B. Wailes, company's general manager.

New managing director of WJBK and WJBK-FM is Ralph G. Elvin, who has been managing director of Fort Industry's WLOK in Lima, Ohio, since August 1940. Before joining WLOK as a member of the sales department on May 1, 1939, Mr. Elvin was in the advertising department of the *Evansville* (Ind.) *Post*. WJBK is a fulltime 250-w independent on 1490 kc.

Replacing Mr. Elvin at WLOK will be J. Robert Kerns, managing director of WHIZ, which Fort Industry has sold to the Zanesville *Signal* and *Times-Recorder*. Mr. Kerns joined WHIZ's sales staff in May 1939, was promoted to sales manager in August 1942. This position he held until Nov.

Mr. Elvin

Mr. Kerns

1, 1946, when, as part of a series of Fort Industry promotions, he was made station's managing director.

Fort Industry's plans for Detroit include not only AM and FM operation, but also television. Company received a grant for construction of a video station in the Michigan metropolis last March.

Two-story building at Woodward and Kirby Sts., Detroit, purchased by Fort Industry a few months ago from the Ford Motor Co., is to be used, after alterations, to house the operations of WJBK and WJBK-FM. Ultimately the company plans to erect a modern radio city on the site.

# 15-Point BMB Plan Wins Approval

## Executive Committee Okays Continuous Operation

A 15-POINT PLAN for the permanent continuous operation of BMB was unanimously approved Thursday by the executive committee of the tripartite research organization. Copies of the program, which had previously been approved by the NAB and BMB boards, with the further support of ANA and AAAA, have been mailed to the nation's broadcasters, with contracts to follow as soon as they can be printed.

Plan calls for nationwide studies in 1949 and again in 1951, with others to follow periodically. In non-survey years BMB will measure and report on a topic of major interest to broadcasters, advertisers and agencies, and quarterly reports on BMB progress, plans and findings will be released for current industry use.

Station contracts, drawn on a monthly basis 20% below the rates quoted for the previous 1914-48 contracts and starting in July instead of January 1947, range from $6 a month for stations with 1946 net time sales of $25,000 or less to $600 a month for stations whose 1946 net time sales were more than $3,000,000. There is a special $4 monthly rate for non-commercial stations.

Plan will yield BMB an estimated income of $500,000 a year. As in the first BMB study, contracts will be developed for national and regional networks covering all extra costs for their special reporting plus a share of operating costs, thus lowering the final cost per station subscriber.

Discounts of 10% will be allowed on the first 12 monthly payments for renewal subscriptions before Sept. 15, 1947; of 5% on the first 12 monthly payments of new subscribers before that date, and of 2% to any subscriber at any time who makes 12 monthly payments in advance. Payments may be made quarterly instead of monthly, but at no additional discount.

### Classify by Income

Stations are to classify themselves voluntarily by income brackets for the preceding year, reclassifying themselves each July. At that time the bureau will review its requirements and readjust its rates accordingly. If the rate for any bracket is increased by more than 10%, BMB must get written approval from subscribers in that bracket. Otherwise, contracts are automatically renewable until cancelled, which may be done by the station or BMB on 90 days' notice any time after the first year.

Stations may subscribe at any time, but to have their data published in the area book or to receive final audited figures they must be paid up in full for all intervening months since the final industry accounting for the previous nationwide study. Stations not in operation continuously for that time will be classified in the non-commercial bracket.

Report forms will be reviewed and revised for overall improvement. BMB is now considering offering participation to individual advertisers, agencies and others through "publication subscription memberships" which would defray printing and publishing costs.

Full executive committee attended Thursday's meeting, with Board Chairman J. Harold Rvan, Fort Industry stations, presiding. Other members are: J. M. Allen, Bristol-Myers Co.; L. T. Bush, Compton Adv. Inc.; Roger W. Clipp, WFIL Philadelphia; Frederic R. Gamble, AAAA; Justin Miller, NAB; Paul West, ANA; Hugh Feltis, BMB president. Also present were A. D. Willard and Kenneth Baker of NAB and John Churchill of BMB.

As the first step toward putting the new plan into effect without delay, the BMB Technical Committee is to meet today (July 28) to discuss the first BMB interim research project.

# Congress Votes $6,240,000 Compromise Figure for FCC

DOWN THE MIDDLE compromise on the 1948 appropriations for FCC was approved by both Houses of Congress last week, giving the Commission $6,240,000 — a record peace-time figure.

The Senate had recommended a basic $6,400,000 [BROADCASTING, July 21] over an initial proposal by the House of $6,040,000 [BROADCASTING, June 16]. FCC had asked for $7,300,000.

The appropriation, embodied in the Independent Offices bill, is expected to permit FCC to continue operations at its current staff level, but Commission officials claim they will not be able to make personnel replacements under the curtailed figure.

Nevertheless, FCC fared better before a stringently economical Congress than any other agency with the exception of the Securities Exchange Commission and the Federal Bureau of Investigation.

This was due almost entirely to the astute salesmanship of Chairman Charles R. Denny, who in three meetings with Committees of Congress succeeded in convincing even the most economy-minded legislators that the Commission deserved the best treatment possible. One of his prime arguments centered around the much-discussed backlog of applications. A cut in funds, claimed Mr. Denny, would not only slow work on the applications but seriously hinder post-war development of domestic radio services.

The most significant cut in the entire appropriation eliminated $375,000 proposed for an investigation of Western Union. Otherwise, Commission functions remained intact, in contrast to other agencies where Congress eliminated entire offices, divisions and branches involving nationwide and sometimes worldwide activities.

When the 80th Congress convened last January 3, election promises of economy were still ringing loudly in the ears of observers. The FCC, particularly, was faced with a sub-committee led by men who had vigorously opposed its policies and spending from the minority side through 12 years of Democratic domination. The Chairman, Richard B. Wigglesworth (R-Mass.) had been one of the sharpest questioners on the Committee. The Chairman of the full Appropriations Committee, John Taber (R-N. Y.) was an even more vigorous exponent of economy in Government and a strict delimiting of government functions.

There was apparently every reason to believe that there might be a cut as high as 25% in the FCC request. The tone of the Independent Offices subcommittee examination of the Commission strengthened this belief [BROADCASTING, Feb. 17 and May 19].

To offset it slightly was the Commission's wooing of Congress through other Committees. The Interstate & Foreign Commerce Committee invited Mr. Denny and his staff to acquaint the new members of the powerful group with the activities of the Commission [BROADCASTING, March 3]. It was this Committee which was expected to handle a rumored investigation of the Commission.

But Mr. Denny's reception was so cordial, that when the Interstate Committee Chairman, Charles A. Wolverton (R-N. J.) did introduce a resolution to investigate the FCC [BROADCASTING, April 7] it was interpreted as a jurisdictional move. The resolution never got out of the Rules Committee, and apparently there is no inclination today to put the resolution or an investigation into effect.

The cut from the Senate proposal of $6,400,000 ($40,000 additional is for printing and binding costs) was made on the insistence of Rep. Wigglesworth who to the end stood by his original figure of $6,000,000. The eventual compromise was typical of most Congressional appropriation actions.

# Pengra to Manage Oak Ridge Station

## KRNR Executive Joins Atom City Outlet, 250-w WBOM

MARSHALL H. PENGRA, until recently general manager, KRNR Roseburg, Ore., has been named president and general manager of WBOM, new outlet at Oak Ridge, Tenn., it was learned last week by BROADCASTING.

Mr. Pengra

FCC authority for WBOM was granted a year ago [BROADCASTING, July 15, 1946] and, now that the Atomic Energy Commission has added its approval, the station will begin negotiations with Oak Ridge officials preparatory to construction. Until now this city of 35,000 in the Tennessee hills, a war-born product of the atomic age, has not been permitted any local broadcasting enterprises.

Mr. Pengra's resignation as KRNR general manager ends 10 years in that capacity, during which time he played an active role in industry affairs. In 1943 he was named chairman of NAB's Small Market Stations Executive Committee, serving two terms in that office. He is still a member of that committee, as well as NAB's Employe-Employer Relations Committee and the industry-wide Music Advisory Committee. Last month he served as an NAB witness for small stations at the Senate subcommittee hearings on the proposed White Bill.

In addition to his broadcasting activities, Mr. Pengra is well known as a Roseburg civic leader.

WBOM is owned by Frank Pellegrin, NAB director of broadcast advertising, and Carlin French of Chicago, but they intend to incorporate and make Mr. Pengra one-third owner as well as president and general manager. WBOM will operate with 250 w fulltime on 1490 kc.

# High-Price Comedy Show Offered on Co-op Basis

ABC last week proposed to enter a high-priced comedy show starring Abbott & Costello in its cooperative program list, and within 24 hours after offering it to stations had received indications of enthusiastic response.

The show, which was promised to be aired either Wednesdays or Thursdays between 8 and 10 p.m. prime network time, was offered for a fall debut between Sept. 4 and Oct. 2.

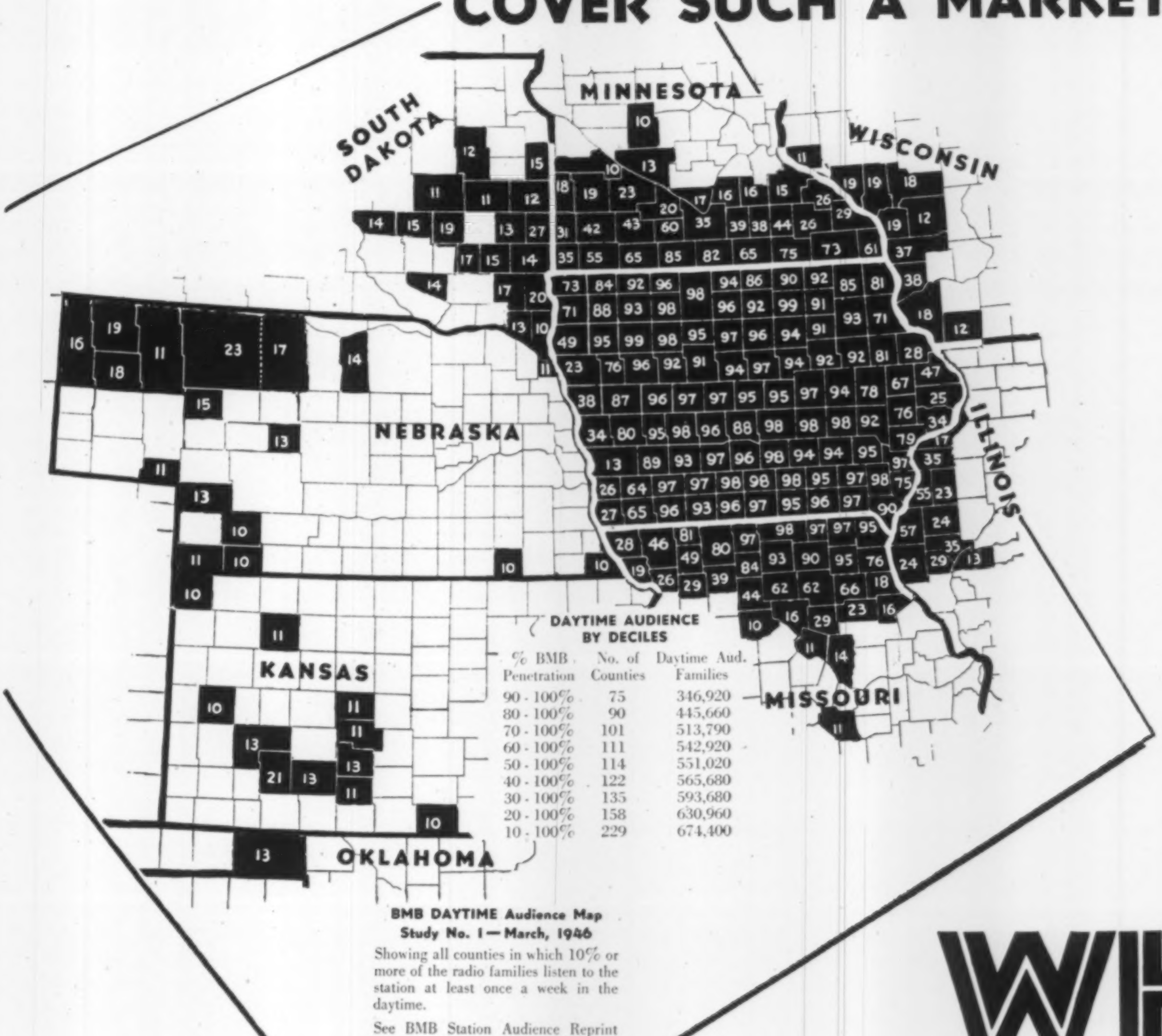
Murray Grabhorn, supervisor of the ABC cooperative program sales department, said that the network had taken a two-week option on the comedy team and that before its expiration it was expected that an adequate indication of station reactions to the program would be had.

# HERE'S PROOF

✓ OF WHO'S DAYTIME COVERAGE

✓ OF WHO'S DAYTIME AUDIENCE

## FEW U.S. STATIONS REALLY COVER SUCH A MARKET!



**DAYTIME AUDIENCE BY DECILES**

| % BMB Penetration | No. of Counties | Daytime Aud. Families |
|---|---|---|
| 90 - 100% | 75 | 346,920 |
| 80 - 100% | 90 | 445,660 |
| 70 - 100% | 101 | 513,790 |
| 60 - 100% | 111 | 542,920 |
| 50 - 100% | 114 | 551,020 |
| 40 - 100% | 122 | 565,680 |
| 30 - 100% | 135 | 593,680 |
| 20 - 100% | 158 | 630,960 |
| 10 - 100% | 229 | 674,400 |

**BMB DAYTIME Audience Map**
**Study No. 1 — March, 1946**

Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.

See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

# WHO

**+ *for* Iowa PLUS +**

**DES MOINES** **50,000 WATTS**

**B. J. Palmer, Pres.** **J. O. Maland, Mgr.**

**FREE & PETERS, INC., National Representatives**

Base Map Copyright BMB, 1946

# Muzak Seeks Sale Of WGYN Holding

### Merrill, Radio Sales Corp. Would Buy N. Y. Outlet

MUZAK Corp., the wired-music service firm once headed by ex-FCC Chairman James Lawrence Fly and which is owned chiefly by Assistant Secretary of State William Benton through Associated-Muzak Corp., is getting out of the station ownership business. It is retiring from station ownership provided FCC consents to an application, tendered for filing last week which seeks transfer of control of WGYN, pioneer New York FM outlet, to Charles E. Merrill and Radio Sales Corp.

Radio Sales Corp., licensee of KRSC Seattle, Wash.; Mr. Merrill, and Muzak each hold one-third interest in WGYN. The transferees are to share alike the relinquished Muzak holding. Consideration entails $31,200.

Specifically the transaction involves payment of $100 each by Mr. Merrill and Radio Sales Corp. to Muzak for its 333 1/3 shares in WGYN; the cancellation of two outstanding agreements between Muzak and WGYN Inc., licensee of the FM station; pursuit of a new agreement dated January 1 of this year covering payment to Muzak of obligations totaling $31,000, and resignation of certain WGYN officers upon approval of the transfer. Muzak further agrees not to reenter radio before Jan. 1, 1952.

The Jan. 1, 1947, agreement calls for annual payments of one-third the net operating profits or one-fifth the gross operating revenue in excess of $120,000, whichever is greater, until such sums total $31,000. The first $5,463.51 would cover outstanding indebtedness to Muzak. The remainder would cover obligation of other services rendered in connection with the use of the name "Muzak" to which no definite value could be affixed, according to the application.

According to the agreement, John D. Andrus, vice president of WGYN Inc., and A. M. Gilbert, director, would resign. Mr. Andrus, is vice president and treasurer of both Muzak Corp. and its parent firm, Associated-Muzak Corp. The other WGYN officers are: Palmer K. Leberman, chief owner of Radio Sales Corp. and president of The Family Circle Inc., Newark, president; Carl J. Schaefer, vice president of The Family Circle Inc., vice president, and Anthony G. Meyer, with Merrill, Lynch, Pierce, Fenner & Beane, New York, secretary-treasurer.

## Heffron Appointed

EDWARD J. HEFFRON, formerly in charge of public relations for the NAB and prior to that executive secretary of the National Council of Catholic Men, has been appointed director of media relations for the National Conference of Christians and Jews with headquarters in New York.

# Jones to Join FCC Sept. 3; Gives Resignation to House

ROBERT F. JONES, FCC Commissioner-designate, announced last Thursday that he would take office on Sept. 3, and followed up on Friday by formally announcing to the House his resignation as Republican Congressman from Ohio's Fourth District.

He disclosed the exact date for assumption of his new office in a brief statement following a 10-minute conference with President Truman. "I talked with the President this morning," he said, "and thanked him for my appointment to the FCC and had a very satisfactory conference. I intend to take office Sept 3."

### Will Vacation Briefly

With Congressional adjournment slated last Saturday, Mr. Jones planned to start a brief vacation this week. It will be his first real holiday since 1939, when he entered the first of five successive terms in Congress.

The Commissioner-designate also talked Thursday by telephone with FCC Chairman Charles R. Denny, who is presiding at the International Telecommunications Conference in Atlantic City. Mr. Denny had asked to be notified of the date the new Commissioner will take office, so that he can arrange to be present for the ceremonies.

Assumption of office by Mr. Jones, who succeeds Ray C. Wakefield of California, will return the Commission to its full strength. The term is for seven years from June 30. Mr. Jones will be the second Republican member, and FCC will then have a 3-2-2 political makeup. Chairman Denny and Comrs. Paul A. Walker and Clifford J. Durr are Democrats; Rosel H. Hyde and Mr. Jones are Republican members, while Comrs. E. K. Jett and E. M. Webster are political independents. The Senate approved Mr. Jones' nomination to the FCC by unanimous consent July 11.

## Sunshine Renews

SUNSHINE Biscuits Inc., New York, on Sept. 2 resumes its 15-second spot announcements on 60 stations. Advertiser had taken a summer hiatus. Contracts placed through Newell-Emmett Co., New York, are for 13 weeks on the same stations used previously.

# Proposed Coaxial Rates Are Cancelled

### AT&T Move to Permit 'Further Studies With TV Industry'

TELEVISION broadcasters' hopes for network video service received a boost last week in AT&T's 11th-hour concellation of its proposed rates for video use of its coaxial cable.

Video operators, both actual and potential, appeared more optimistic when FCC, announcing the action, quoted the telephone company as saying the withdrawal was made to permit AT&T's "technical people to undertake further studies with the television industry."

Until final tariffs are filed, the company asserted, television broadcasters may continue to use the New York-to-Washington link of the cable without charge, as in the past.

There was no indication of when a new rate schedule might be submitted. The proposed rates, based on a charge of $40 per circuit mile per month and considered by broadcasters almost without exception to be too high to be practicable, were slated to become effective Aug. 1, though they might have been suspended by FCC.

AT&T's cancellation request, filed Monday afternoon, came as no great surprise to the industry [CLOSED CIRCUIT, July 21]. FCC, obviously not unhappy to be relieved of the responsibility of passing upon the proposed rates, approved the request the following day.

The cancellation also circumvented the filing of any formal protests against the charges AT&T had proposed. Television Broadcasters Assn. had a protest prepared and was ready to file it Monday [BROADCASTING, July 21], but held it up when it became evident that the telephone company would take back its proposals.

Before any rates can be charged for use of the cable, FCC must ap-

(*Continued on page 77*)

# Top Engineering Experts Will Lead NAB Convention Panels

**Mr. Howard**

**Mr. Towner**

RECENT and important developments in the field of broadcast engineering will be discussed by some of the nation's top authorities on Sept. 15, the opening day of the NAB annual convention at Atlantic City.

In addition to the series of panels and speeches, an elaborate demonstration of the latest in AM, FM, television and facsimile apparatus will be presented by some of the leading manufacturers.

Prepared by Royal V. Howard, NAB director of engineering, the agenda covers a broad range of engineering problems and features, at the closing session, an FCC-industry roundtable patterned after *Information Please.*

An address of welcome by Judge Justin Miller, NAB president, will open the session. Orrin W. Towner, chairman of the NAB engineering executive committee, will preside over the morning session which will open with a talk by O. B. Hanson, vice president and chief engineer, NBC. Mr. Hanson will deal particularly with photography of Kinescope images and with a description of NBC's television stations in Washington and New York.

Paul A. de Mars, FM pioneer, will follow with a talk on "Frequency Modulation Broadcast Station Construction." Mr. de Mars' primary concern will be with the technical and economic problems encountered in constructing transmitter facilities. John D. Colvin, ABC audio facilities engineer, will give the final talk at the morning session on "Audio Considerations for Broadcast Stations." He will submit practical audio facility layouts for low and medium power AM and FM stations and will explain improved methods of turntable operation and the use of a new record surface noise suppressor.

The afternoon session, presided over by Mr. Howard, will open with a symposium on "Transmitter Maintenance for Small and Medium-Sized Stations." G. Porter Houston, chief engineer, WCBM Baltimore and Alfred E. Towne, director of engineering, KSFO San Francisco, will lead the discussion for small and medium-sized stations respectively.

One of the major problems facing engineers in modern radio allocations will then come under discussion when Dixie B. McKey, Washington consulting engineer, speaks on "Directional Antennas, Their Care and Maintenance."

At 3 p.m. the session will turn to "Technical Regulation of Radio" as seen by George P. Adair, former FCC chief engineer and now a Washington consultant. He will discuss past and future technical regulations and responsibilities of the Commission, broadcaster, and engineer.

Finally, the roundtable will highlight the session as engineers throw questions and problems at the FCC representatives who will attempt to answer one and all. The FCC delegation will consist of George E. Sterling, chief engineer; John A. Willoughby, assistant chief engineer; James A. Barr, chief of standard broadcast division; Cyril M. Braum, chief of FM broadcast division; and Curtis B. Plummer, chief of the television broadcast division.

# THIS COULD MAKE THE DIFFERENCE

Can a microphone.. a metallic gadget no larger than an ice cream cone.. spell the difference between juvenile delinquency and junior citizenship?

Fantastic as it seems, the answer is yes.

"Junior Town Meetings of the Air," in which teenagers discuss adult problems of government and citizenship, appear on the program-listings of more and more radio stations. Thousands of kids vie to participate. Thus radio helps make today's youngsters far more interested in community organization than their parents ever were.

This interest develops better young citizens today.. *better communities* tomorrow.

• • •

At Philadelphia's Westinghouse Station KYW, where the "Junior Town Meeting" originated, a recent series of weekly panels discussed juvenile delinquency itself. From representatives of dozens of Philadelphia schools came sound suggestions for attacking this crucial problem.

*Culmination of the series was an international broadcast in which three young Philadelphians discussed the subject with a trio of British students. Earl G. Harrison, dean of the University of Pennsylvania Law School, served as moderator. Untold thousands listened, through the combined facilities of KYW and the British Broadcasting Company.*

This 3000-mile exchange of experience and ideas fostered still further approaches to the delinquency problem.. approaches of immediate value to the school, the church, the courts, and the family.

• • •

All this is but another example of radio's expanding usefulness in the public interest.. a movement so often led by Westinghouse stations.

## WESTINGHOUSE RADIO STATIONS Inc

**WBZ • WBZA • WOWO • KEX • KYW • KDKA**

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

## FLOOD WILL MANAGE OUTLET AT NEW HAVEN

APPOINTMENT of Lester C. Flood as acting general manager of the 1-kw daytime station to be operated by New Haven Broadcasting Corp. on 1260 kc in New Haven, Conn., has been announced by Edward S. Minor, corporation's president. Mr. Flood, who is also treasurer of the corporation, is supervising the station construction work.

First two appointments of staff personnel also were announced. W. Richard Carlson Jr., Branford, Conn., formerly with WNOC Norwich and WELI New Haven, has been named program manager and is supervising construction of studios on fifth floor of New Haven's Liberty Bldg. Arthur Allen, Milford, Conn., long associated with General Electric in Bridgeport, Conn., and previous to that with WSTC (then WSRR) in Stamford, was scheduled to begin his duties as chief engineer July 25.

Simultaneous with announcement of the appointments of Mr. Flood, Mr. Carlson and Mr. Allen, it was announced that FCC approval had been obtained to change the call letters of the new station from WKOY to WAVZ.

**WGR ZIPPO** lighter is presented by Leo J. Fitzpatrick, chairman of board of the Buffalo station, to Margaret K. Kurtz, Sales Dept. secretary. Party marking WGR's first six months under its new ownership was occasion for presentation of lighters to all its employes. On hand for party were I. R. (Ike) Lounsberry (extreme r), associated with Mr. Fitzpatrick in WGR Broadcasting Corp., and (second from r) Nat Cohen, station's local sales manager.

Serving The Heart of Texas

W·A·C·O

WACO

ABC

- The Heart of Texas is a fast growing, prosperous section, with a critical buying population. It embraces more than 16 counties with a population of more than 500,000 and a buying power of more than $370,000,000.
- Station W-A-C-O, Waco, Texas, covers this market. Surveys and mail count prove that W-A-C-O stands out as one of the best advertising mediums for this rich section.
- Contract renewals on W-A-C-O, plus testimonials from advertisers, proves that advertising on this station gets results.

AMERICAN BROADCASTING COMPANY
TEXAS STATE NETWORK
1000 WATTS 1460 Kc

WACO

WACO, TEXAS

NATIONAL REPRESENTATIVE: WEED & COMPANY

## Edythe Sweeney Sells Holdings in New KRDO

CONSENT of the FCC to assignment of license of KRDO Colorado Springs, Col., from a partnership to a new corporation is requested in an application last week. One of present co-partners, Joseph H. Rohrer, is president and 51% owner of the assignee firm, Pikes Peak Broadcasting Co. The other co-partner, Edythe G. Sweeney, retires from the operation and received $12,500 consideration.

With Mr. Rohrer in the new firm are Jack D. McClure, vice president and treasurer and 33% owner, who is half-owner and manager of the Alta Vista Hotel, KRDO location, and Field Bohart, secretary and 16% owner, rancher. For the initial period of operation, from March 19 to May 1, KRDO experienced an operation loss of $16,280 according to the application. Station is assigned 250 w on 1240 kc.

## WJJM Transfer

INVOLUNTARY assignment of the construction permit of WJJM Lewisburg, Tenn., is requested in an application last week at FCC, from James J. Murray, deceased, to his estate. Mr. Murray's sisters, Lillie, Ida and Martha Murray, are named beneficiaries in his will. The latter two sisters are executrixes of the estate. Mr. Murray died in April, according to the application. WJJM is assigned 250 w on 1490 kc.

## Sackett Sells

SHELDON F. SACKETT, owner of several Pacific Coast radio stations and newspapers, has relinquished his interest in the *Portland* (Ore.) *Sun*, a weekly. Jack R. Still, who sold the paper, then known as the *East Side Post*, to Mr. Sackett last March, has reacquired ownership.

## Radio to Aid CARE

THE ADVERTISING Council announced last week that the radio industry has pledged its support to the Council's new campaign on behalf of CARE (Cooperative for American Remittances to Europe). Radio's contribution to Europe's hungry will be handled through the Council's radio allocation plan.

## New KOLN Staff

THREE additions to the staff of KOLN, new MBS affiliate soon to take the air in Lincoln, Neb., were announced last week by Hugh E. Bader, station manager. Don French, former KFAB Omaha announcer, production manager; Bob Parkins, formerly with KGFW Kearney, Neb., traffic manager, and Bud Levinson, chief announcer.

THINGS TO COME!

**LIQUID COAL** Industrial scientists picture a new world in which you will find the average American firing his furnace and driving his automobile with LIQUID COAL. They say that coal is nothing more than Carbon and Hydrogen. You simply juggle carbon and hydrogen atoms around until you get them in the desirable form—in this case, the form of Liquid Coal.

Here at WSPD we are not exactly chemically minded. And as for juggling atoms, we'll stick to making charts on Hooper ratings. We do, however, have one thing in common with the scientists. We, too, are striving to progress. We are constantly improving all phases of WSPD's service to the listener so that we continue to be the most desirable medium of advertising in N. W. Ohio.

A QUARTER CENTURY • THE VOICE OF TOLEDO

**WSPD** TOLEDO, OHIO

5000 WATTS
NBC

A FORT INDUSTRY STATION

**Just ask Katz**

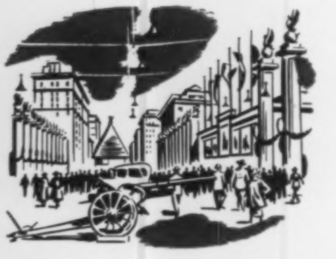
✓

# Why this team can b

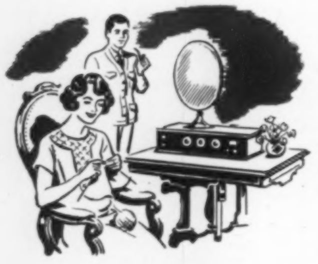
ACTIVE DEVELOPMENT of loudspeakers moved forward after World War I, when Western Electric produced the 196W, employing a non-magnetic diaphragm driven by an armature. First used in the Victory Loan campaign of 1919, the 196W took part in the national political conventions of 1920, the presidential inauguration of 1921, and the burial of the Unknown Soldier later the same year. Success of these pioneer public address systems rested not only on loudspeakers but also on high quality microphones and amplifiers—all Western Electric developments.

Continual progress in the intervening years has kept pace with the development in Bell Telephone Laboratories of telephone transmitters and receivers for the Bell System. Fundamental to both loudspeakers and telephones have been the Laboratories' pioneering studies in sound, speech, hearing and the theory of vibrating systems.

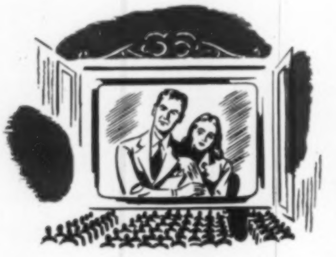
Sound distribution systems, sound motion pictures and radio broadcasting—all have benefited from the teamwork which has done so much to make possible today's efficient, powerful, wide-range loudspeakers.



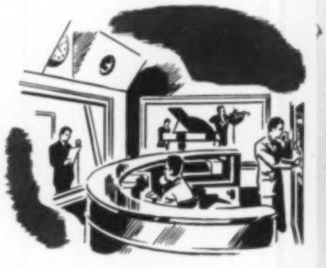
**1919.** New York's Victory Loan celebration pioneered the art of reaching tremendous audiences. 113 Western Electric speakers made possible this mass demonstration of the new art.



**1924.** Non-directional, small in size, yet extremely wide-range for its day, the 540 cone speaker designed for broadcasting was so popular for home receivers that it became a symbol of early radio.

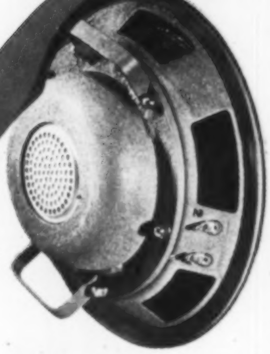


**1926.** The 555 Receiver, with its large wooden horn, contributed to the success of sound motion pictures. From this single-unit loudspeaker grew the high quality wide-range theatre speaker systems of today.



**1937.** The introduction of the 750 series of loudspeakers provided the first really wide-range direct radiator. With the proper mounting, this speaker covers a frequency band from 80 to 10,000 cycles. Still a popular speaker.

# n bring you loudspeakers like these



**728B** 12″ direct radiator, 30 watts continuous capacity. Frequency response 60 to 10,000 cps.

**757A** two unit system, using 728B plus separate high frequency speaker. Frequency response 60 to 15,000 cps.

**756A** 10″ direct radiator, power handling capacity 20 watts, response 65 to 10,000 cps.

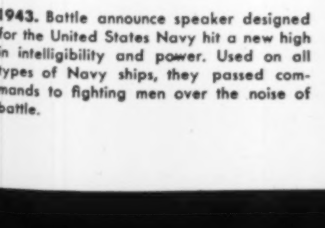
**755A** 8″ direct radiator, 8 watts capacity. Response 70 to 13,000 cps.

**TODAY** Western Electric offers a complete line of wide-range direct radiators, high frequency speakers, horns and multi-unit systems, all designed by Bell Telephone Laboratories. There's one to meet your requirements for highest quality sound whether you want an eight inch, eight watt speaker, or a giant theatre-type system with 120 watts capacity.

No matter which you select, you get the benefit of a broad experience which long antedates the public address art.

*—QUALITY COUNTS—*

Distributed by
GraybaR
OFFICES IN 95 PRINCIPAL CITIES



**1943.** Battle announce speaker designed for the United States Navy hit a new high in intelligibility and power. Used on all types of Navy ships, they passed commands to fighting men over the noise of battle.

series
really
the
ers a
ycles.

BELL TELEPHONE LABORATORIES
*World's largest organization devoted exclusively to research and development in all phases of electrical communications.*

***Western Electric***

*Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.*

1,000 Watts—Day Time

LEBANON, PENNSYLVANIA

WLBR

"The Voice of Lebanon Valley"

DOMINATES . . .
The Rich Lebanon Valley

BLANKETS . . .
Four Major Pennsylvania Cities
(HARRISBURG, READING, YORK, LANCASTER)

COVERS . . .
A $300,000,000 Market

DELIVERS . . .
Listeners from an Area of 1,000,000 Population

76.7% *of Urban Radio Audience Listen to WLBR MOST (By Postcard Survey)*

62.5% *of Rural Audience in Lebanon Valley Listen to WLBR MOST (By Postcard Survey)*

50.5% *of Total Average Audience in Lebanon City Listens to WLBR all the time during operating hours*

• BY OFFICIAL CONLAN SURVEY •

*(Next Highest Station Achieved an Average Percentage of Only 9.8% During Same Hours)*

FOR AVAILABILITIES—COMMUNICATE WITH
Julian Skinnell, Operations Manager
or
Radio Advertising Co., National Representatives

## New Firm Formed By Dellar and Gould

### Planning to Represent Stations In Key Western Markets

Mr. Dellar

Mr. Gould

FORMATION of Western Advertising Inc., with offices in Los Angeles and San Francisco, was announced last week by Lincoln Dellar, president, who is also executive director of KXOA Sacramento and KXOB Stockton. New firm will specialize in station representation in key western markets.

Associated with Mr. Dellar is Purnell H. (Mike) Gould, as vice president and general manager. Firm will "represent only a select list of stations located in certain western trading areas," Mr. Dellar explained. Areas selected, he said, will be fitted into a correlated market sales plan.

Mr. Gould has been active in radio as a civilian, as well as during the war, for more than 15 years. For 10 years before the war he was sales manager and later manager of WFBR Baltimore. He attained rank of major while with AFRS in Pacific. For the past year he has beeen general manager of KSDJ San Diego.

Morton Sidley, national sales manager of KXOA and KXOB, also will be associated with new firm. Formerly sales manager of KSFO San Francisco, he has been active in western distribution and merchandising circles.

## New South Dakota Outlet To Hold Formal Opening

FORMAL OPENING of KMHK, new 250-w MBS affiliate on 1490 kc at Mitchell, S. D., will be held in the near future and will be highlighted by transcribed greetings from Senators Bushfield and Gurney and Congressman Mundt, all of South Dakota. Station went on air July 11.

KMHK is owned by the Mitchell Broadcasting Assn. and headed by General Manager Ray Eppel. Other staff members include B. Harland Ohde, formerly with KSJB Jamestown, N. D., commercial manager; Donald Dahl, formerly with KLIZ Brainerd, Minn., chief engineer; Everett Ohrt and James Martin Jr., engineers; Donald Jones and Ken Bryant, announcers, and Dorothy Bames, secretary.

KMHK subscribes to UP news service and Capitol transcription library, and is represented nationally by Universal Radio Sales. Studios are in the Mitchell National Bank Bldg.

## Under Par

UNDER PAR — and proud of it—is the status of the New England radio sportscasters. The Boston radiomen shot rings around the sportswriters in a recent golf outing of the New England Sportswriters and Sportscasters Assn. in Boston. Leo Egan of WHDH, was low medalist with a 76, followed by Wendell Davis of WBZ with 78, "Bump" Hadley of WBZ (79), "Chick" Morris of WBZ (80), and Ray Dorey of WBZ (81). In addition, Mr. Morris and Tom Lester, of WESX Salem, won the putting contest, while Mr. Davis won for the longest drive. A newspaperman won the only other contest scheduled, nearest to the pin on a par-three hole.

## Canadian Quiz Programs' Legality Is Under Study

LEGALITY of quiz shows under the Canadian Criminal Code is understood to be under investigation. If the Dept. of Justice follows through on a ruling just made by the Legal Dept. of Canadian Broadcasting Corp. a large majority of quiz shows and other programs of that nature will be subject to criminal action, it is learned on good authority.

The ruling states that where there is a draw involving mail sent in by listeners, the skill feature must come after the draw. Contests wherein listeners are invited to write in and all mail is put into a box, with one envelope being pulled out on the program, are liable to criminal prosecution under this ruling.

To stay within the law it will be necessary for all mail to be examined, only the letters with correct answers being put into a box, and, when one of these is drawn, contestants will have to answer a question correctly to qualify for a prize.

## Telefilms Absorbs

TELEFILMS Inc., Hollywood, has closed a deal for stock consideration whereby it has absorbed Hollywood Color Film Corp. whose assets are estimated at $500,000. Acquisition of HCFC involves control of the vitacolor process and laboratories in Burbank, Calif., according to Joseph Thomas, Telefilms president. In a separate deal with Deluxe Laboratories Inc., New York, arrangements have been made whereby the eastern firm will finance and process 16 mm. films produced on West Coast.

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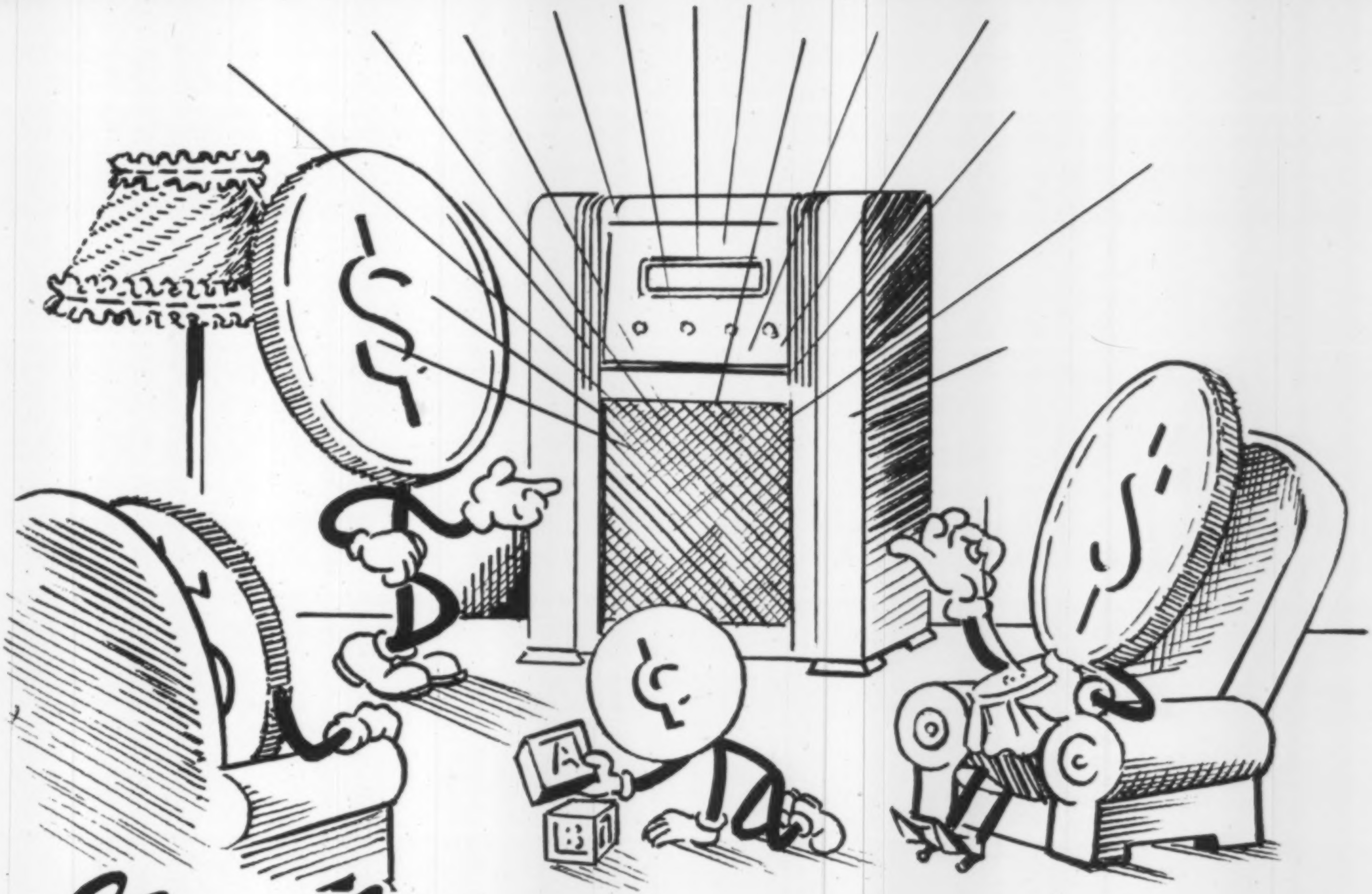
CJIB Vernon, B. C., will officially go on the air with 1 kw on 940 kc, on August 1.



# *Nearly* HALF A BILLION RETAIL SALES DOLLARS LISTEN *MOST* TO KDYL

How do we know? We simply put two facts together:

**1**—Retail sales in Utah last year were $421,515,000. This year so far they are ahead of last. That's nearly half a billion retail sales dollars.

**2**—Eleven of the top 15 shows on the air reach Utah listeners through KDYL. This, together with KDYL's sparkling local features, makes KDYL the *popular* station —the station most Utahns listen to most!

Utah Centennial 1847—1947
KDYL's Silver Anniversary 1922—1947

**KDYL**
SALT LAKE CITY
UTAH'S NBC STATION

JOHN BLAIR & CO., National Representative

**CBS** STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

"He Floats" Thru the Air

IVORY
Soap
PROCTER & GAMBLE
IVORY
LARGE SIZE
IVORY
LARGE SIZE

With the Greatest of Ease....

**LOWELL THOMAS**

***Distinguished Commentator***

*Another C.B.S. Reason Why WMT Covers 99 44/100 % of Eastern Iowa, Delivering More Listeners at Lower Cost*

Believe us, it's no "soft soap" when we say that it's the country's No. 1 radio personalities that make WMT the No. 1 station in Eastern Iowa. For instance, each night at 9 when Procter & Gamble's famed Lowell Thomas says, "Good night till tomorrow", 1,131,782* persons get the WMT listening habit. And if you think that's "bad", you ought to hear the terrific result stories we are creating for advertisers every day. Get the facts now and get on WMT. Our story is a big one to tell—an important one to hear. Contact your Katz Agency man at once.

**** within our 2.5 MV line***

MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
DAVENPORT
IOWA
Cedar Rapids
CHICAGO
DES MOINES
NEB.
ILL.
OTTUMWA
BURLINGTON

**WMT**

**Cedar Rapids**

*BASIC COLUMBIA NETWORK*

600 KILOCYCLES 5000 WATTS DAY AND NIGHT

MEMBER MID-STATES GROUP

## INITIAL AIR CHECKING FOR VIDEO REPORTED

FIRST reported air checks ever made for commercial purposes of a television program recorded on film and sound were originated by Benton & Bowles, New York, for its client General Foods, on the *Author Meets the Critics*, Thursdays, 8-9:30 p.m. on WNBT New York, NBC television station.

Walter Craig, vice president of Benton & Bowles in charge of radio and television, and Russell O'Brien, assistant account executive on Maxwell House Coffee, conceived the plan of air checking the television show as a service for the sponsor. Air checks are usually taken of radio shows for that purpose but were said never to have been applied to television before.

The Maxwell House Coffee commercials and excerpts from the first two telecasts of *Author Meets the Critics*, packaged by Martin Stone, have been recorded on film and sound for future reference and analysis. The agency use of the air checks for the first time follows its reported first use of an animated jingle and singing commercial for the Post Cereals division of General Foods during the Dodger baseball games telecast.

## To Sponsor Grid Telecasts

HOFFMAN BEVERAGE Co., Newark, will sponsor telecasts of all home games of the New York Giants professional football team this fall on WNBT New York (NBC). Schedule starts Sept. 3 with a night game between the Giants and the Eastern All-Stars and will include another night game, with the Los Angeles Rams, and seven Sunday afternoon contests. Arthur Daly, sportswriter, and Bob Stanton, NBC sports commentator, will describe the games. Warwick & Legler, New York, is the Hoffman agency.

## Video Consultants Add 3 Associates

### Goldsmith, Hutchinson and Booth Join R. W. Hubbell Firm

THREE NEW associates were added last week to the television consultant firm of Richard W. Hubbell & Assoc. They are Dr. Alfred N. Goldsmith, former RCA vice president, Thomas H. Hutchinson, and Philip Booth.

**Dr. Goldsmith**

Dr. Goldsmith will concentrate on major engineering and research problems and matters of policy and management, and in addition, he will continue his regular practice as a consulting engineer.

Mr. Hutchinson, NBC television program director from 1936-41, and subsequently television director for Ruthrauff & Ryan and production manager, RKO Television, will deal with matters of program production and station operational problems.

Problems of developing program structures and personnel training will be handled by Mr. Booth, producer and dramatic critic at CBS television from 1939-47 and former film editor of *London Films*.

## UST Sales Up

SALES of United States Television receivers for June totaled approximately $253,000, an increase of about 20% over the $213,000 total for May. Since the first of the year, more than a million dollars worth of UST sets have been sold, the company reports.

## Democratic and Republican Party Heads To Use Television in Coming Campaign

REPUBLICAN and Democratic leaders are agreed—and happily so—on the opportunity of using television to reach the American voter, they reported to Television Broadcasters Assn. last week.

After TBA President J. R. Poppele had outlined video prospects, with an estimated 500,000 video homes and a network extending from Boston to Richmond definite possibilities by mid-1948, Carroll Reece, chairman of the Republican National Committee, stated that he was "impressed with the potentialities offered by this modern miracle of transmission." Gael Sullivan, executive director of the Democratic National Committee, pointed out that "Television in the 1948 campaign will occupy the same important place as an innovation that radio did in 1924."

Mr. Sullivan lauded television as providing "a new concept of passing on information to the public," in addition to radio and press facilities. "It is the purpose of the Democratic party not only to use all media, but to aid in their development and recognition. In an atomic age, political parties must keep abreast of technological advances if they are to remain alive and vital. . . . In the future, not only issues but the personalities presenting them will be exposed directly to the public eye."

"We are looking forward with great anticipation to television's role in reporting the Republican Convention," Mr. Reece declared. "As never before, through television many thousands will be present in front-row seats at the moment the next Republican President is nominated. The television receiver will bring into homes and public places the drama and excitement of this next convention to an audience that may number in the millions . . ."

(Advertisement)

THE KAT'S PA
~~100W~~ ~~250W~~
~~1000W~~
5000W
WKAT
50,000 W

## THE TURTLE

I called up an old friend of mine this morning. His name is Julio Sanchez. He is one of the greatest of hunters, and one of the greatest of deep sea fishermen. Not too long ago there was quite an article in Life Magazine about Julio Sanchez.

During the course of our conversation, I suggested to Julio that he listen to the Hunting and Fishing Club of the Air (a Walker-Mutual Production). He said he already did. We agreed that this Club is the best kind of listening. As a matter of fact it even attracts my interest, and God knows I'm no hunter, nor am I a deep or shallow water man. (a) I don't like dragging a piece of dead fish, all day long, behind a boat and getting no strikes and (b) I get seasick as the devil.

Well, we had quite a nice talk re Radio and fishing in particular, and the conversation drifted to talk about the silver kings and the place they hang out by the thousands, a tiny stream known as "Rio Sagua" located down in Cuba. Then the talk turned to giant tuna, and the tournaments they hold for sportsmen who stalk these horses of the sea.

Then we talked about Cat Cay and Bimini, and other interesting places that Julio and I both know. I told him that one time I was walking along a moon-lit strand of beach, and saw giant turtle tracks. Perhaps the turtle had made its nest there. You know these huge air-breathers of the sea have a great fondness for the beaches, especially around South Florida way. They come up on moon-lit nights and sometimes they lay hundreds of eggs in one nest. The eggs look exactly like ping pong balls and are soft shelled. After depositing the eggs on the beach, the old turtle covers them with sand and goes back to sea.

Forty-five days later to the day, by some mysterious instinct the giant tortuga returns to the same spot, meets the brood of young turtles and guides them to a better life.

This returning to the exact spot is interesting in more ways than one. A lot of people come back to the same place in business life. Most of us go to the same lawyer, the same doctor, year after year. Most of us shop at the same grocery, and generally give our gasoline business to the same fellow. So it runs through the whole gamut of our business contacts, and so it is with advertisers and Radio Stations.

Over at WKAT year after year our advertisers return and I don't think it's for any mysterious reason and I don't think it's any unknown quality of instinct. I think the reason they return to WKAT is quite obvious.

It's easy to do business with WKAT. We obtain the best results in this area. At WKAT we all take pride in the products that are advertised, over WKAT, and we help sell them, every way we know how.

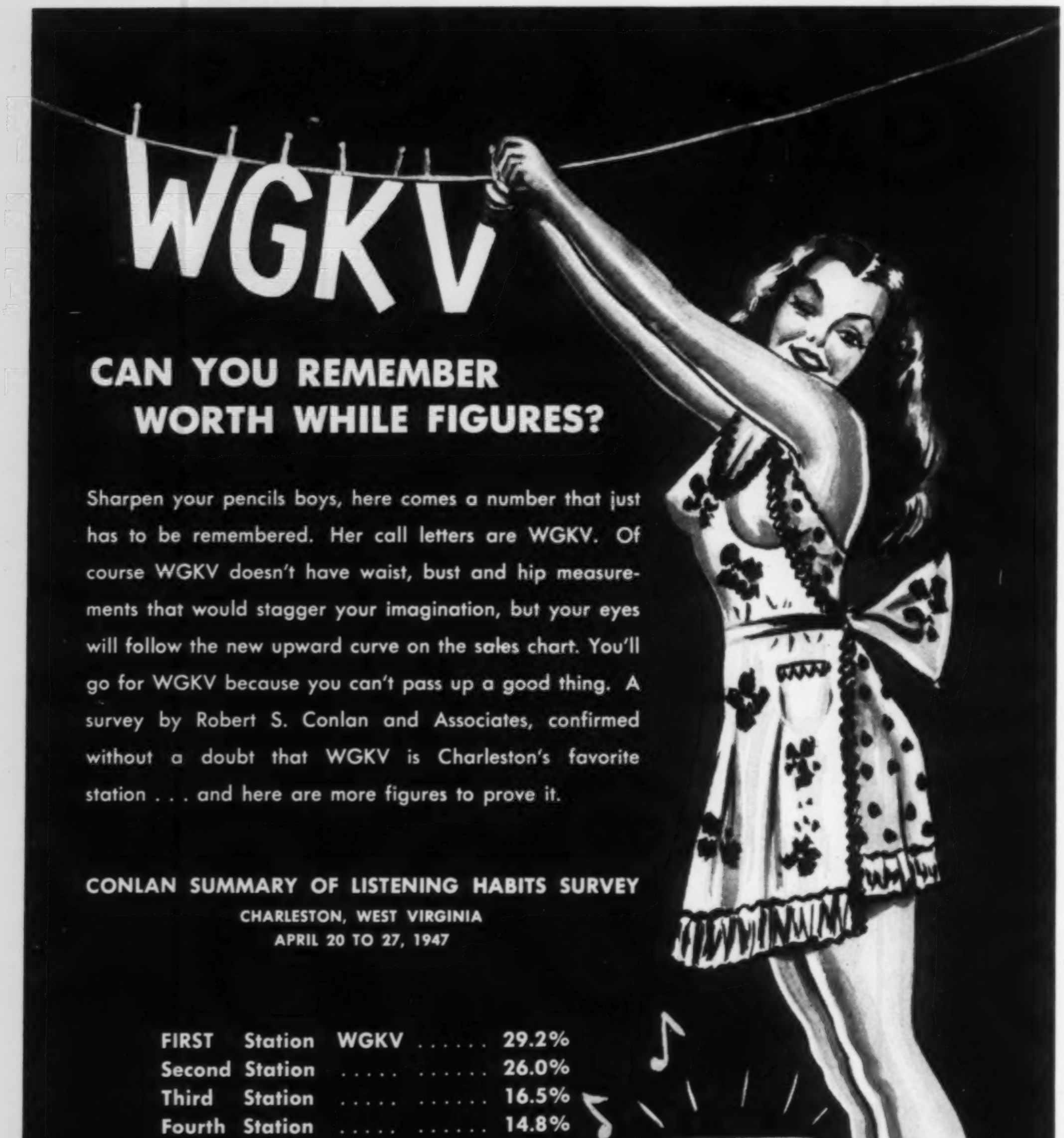
I just received a letter from a friend who buys time in New York and he said he tried another station in Miami. His exact words were, "We also discussed going back on station WKAT, and the possibility is favorable." "Within the next thirty days, we will write to you directly for a schedule to begin sometime in September."

As unerringly as the turtle this friend, this client of ours has found his way back to better Radio, The WKAT Brand. Of course we welcome him back to the fold. We don't think he was wrong in trying another station. We are pleased that he now has the knowledge we have always had, that there isn't any better Radio around here, than that at WKAT.

Oh, yes, the giant sea turtles come back to the beaches that they like, where the sea grass is greener, where their results are better.

We are glad our clients have the same sort of human quality that unerringly speeds them back to good old WKAT.

FRANK KATZENTINE
WKAT



**CAN YOU REMEMBER WORTH WHILE FIGURES?**

Sharpen your pencils boys, here comes a number that just has to be remembered. Her call letters are WGKV. Of course WGKV doesn't have waist, bust and hip measurements that would stagger your imagination, but your eyes will follow the new upward curve on the sales chart. You'll go for WGKV because you can't pass up a good thing. A survey by Robert S. Conlan and Associates, confirmed without a doubt that WGKV is Charleston's favorite station . . . and here are more figures to prove it.

**CONLAN SUMMARY OF LISTENING HABITS SURVEY**
CHARLESTON, WEST VIRGINIA
APRIL 20 TO 27, 1947

| | | | |
|---|---|---|---|
| FIRST | Station | WGKV | 29.2% |
| Second | Station | | 26.0% |
| Third | Station | | 16.5% |
| Fourth | Station | | 14.8% |
| Fifth | Station | | 10.3% |
| Other | Stations | | 3.2% |

N. B. C. AFFILIATE **WGKV** CHARLESTON, WEST VA.

Joseph Hershey McGillvra, Inc. National Representative

# Antenna Bill Okay Refused by Senate

## D. C. Tower Regulation Deferred By District Committee Action

SENATE REFUSED last week to follow the House and disapproved in committee a bill which would regulate the construction of antennas in the District of Columbia.

The bill, which might seriously affect the development of radio and television in the Capital, was passed in the House [BROADCASTING, July 21]. It had been introduced by Rep. Sid Simpson (R-Ill.) and managed through the lower chamber by Rep. Joseph P. O'Hara (R-Minn.).

The Senate District Committee, headed by Sen. C. Douglass Buck (R-Del.) met in executive session last Tuesday to consider the measure. It was learned that Senate members, upon the insistence of FCC and industry representatives, had consented to defer action on the legislation until the next session, scheduled for January 1948.

### New Hearings Considered

Although the bill is on the Senate calendar and is therefore subject to automatic consideration, the Senate District Committee is considering holding new hearings on the entire subject of antenna regulation in the District.

It was understood that uncertain wording of the bill was initially responsible for the deferral action. The bill does not make clear whether towers already standing would be subject to regulation.

The measure prohibits erection of antennas in residential areas if they threaten the safety of residential or school structures, playgrounds, etc. The bill is supported by District civic groups, but opposed by all radio people and the FCC.

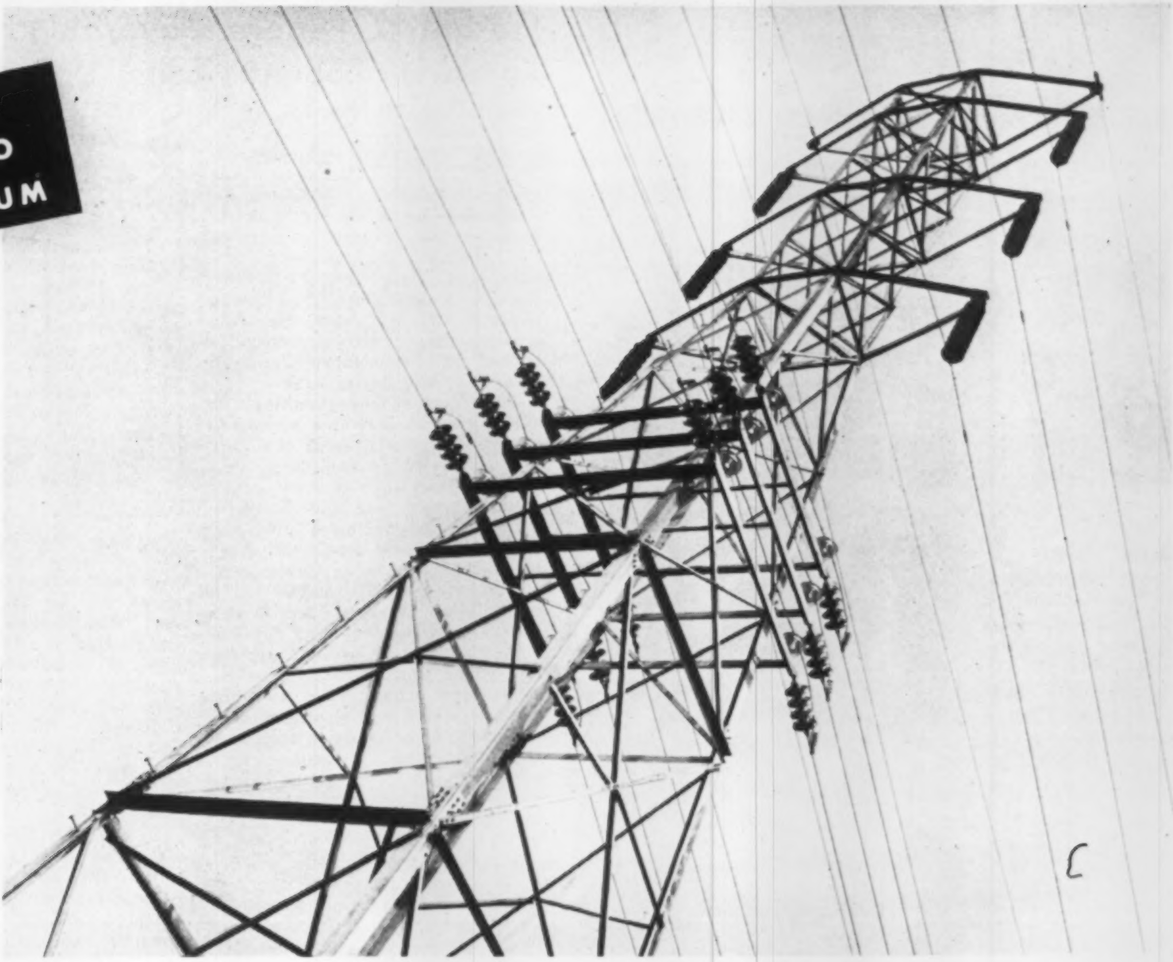
# Walter Evans to Address Electronics Conference

WALTER EVANS, vice president, Westinghouse Electric Corp., and Dr. George D. Stoddard, president, U. of Illinois, will be the featured speakers at the National Electronics Conference, scheduled for Nov. 3, 4 and 5 at Chicago's Edgewater Beach Hotel.

Mr. Evans

One session of the conference will be devoted to commercial, FM and television broadcasting and another to color television and oscillography. Major emphasis, however, is centered on industrial electronics, which will be the subject of three sessions. One of these is being arranged by the American Institute of Electrical Engineers in connection with their national convention to be held the same week as NEC.

THE
SOLO
MEDIUM



## OUR POWER IS MORE THAN 50,000 WATTS

Our clear-channel signal is only a carrier for the thing that makes the real power of WSM — the complete and unswerving confidence of the folks in a market of five million listeners. Their belief in what they hear over WSM is our real power — the reason this is the only medium which, by itself, can deliver this thriving market to a sponsor.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

Air Castle of the South
W E
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL

WSM
NASHVILLE

These businesses may seem different- but they're all alike, in one thing

Scripts and recordings for radio programs must get there in a hurry. This is one reason why stations, networks and agencies are big users of Air Express. Here's where *speed pays.*

Quickest way to get samples, new products, and presentations for new lines to salesmen on the road and to distributors is by Air Express. Beats competition; sales come quicker! *Speed pays!*

Speed is essential in delivery of all kinds of valuable papers, stock certificates, bank checks, etc. The safe, quick way to ship them is by Air Express. *Speed pays.*

Speed pays in your business, too!

Fast-moving businesses must rely on speed for greater profits . . . and speed means Air Express. This speedy service is more valuable than ever because of increased flying schedules, bigger and faster planes. Even coast-to-coast delivery overnight. What's more, rates are low. For example, you can send 14 lbs. 1300 miles for only $5.59. Heavier weights—any distance—similarly inexpensive.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

# Fairbanks Reports Favorable Response To First Zoomar Lens Demonstration

ENTHUSIASTIC response to the first public demonstration of the Zoomar lens, used last week by WCBS-TV New York on an image orthicon camera in telecasting the Dodgers-Reds ball game, was reported by Jack Pegler, manager of the New York office of Jerry Fairbanks Inc., distributor of the lens. Report in the New York *Daily News* of "the big improvement the lens makes" in sports coverage is typical of the comments of all observers, Mr. Pegler said.

The Zoomar lens essentially is an optical device which permits a change in focus without changing the location of the camera, so that a video cameraman can change his picture from a long shot to a close up by merely moving a lever and without changing lenses, switching to another camera or dollying up on the subject. "It makes for a more fluid coverage," Mr. Pegler said, as well as providing for economical operation by reducing the number of cameras needed to cover an outdoor pick-up or a studio show. For studio programs another important economy is in the space saved by using the Zoomar lens, as all aspects of the action can be covered by a single stationary camera, he said. System was invented by Frank Block.

Video engineers who have made private experiments with the Zoomar lens are uniformly enthusiastic about its possibilities and want to get lenses for regular use, Mr. Pegler reported. He said that at present his company has only the one pilot lens available for demonstration use, but that production of more units will probably begin within four to six weeks. The lenses will be hand-made for the first year, he said, so they may be fully tested in actual use under all kinds of conditions, both in the studio and at remote pickup points. This will enable the producers any refinements that experience may indicate in the system before they undertake the expensive process of tooling up for permanent production.

## Washed Out

WHAT was to have been the first public demonstration of the Zoomar lens—the WCBS-TV telecast of the Gold Cup Race from Belmont Park on July 19—was washed out, but not by the weather. The rain had stopped, the sun was out, the horses were at the post, when the microwave link went dead just as the race was about to start. Lens was successfully used two days later when the station covered a Dodgers ball game.

### Plans New Films

As the cost of the hand-made units will be much higher than that of lenses made subsequently with machine production procedures, the company plans not to sell any lenses for the first year, but to lease them to video broadcasters on a rental basis. Charges will vary according to the available audience in the station's community, Mr. Pegler said.

The Fairbanks organization, primarily a producer of motion pictures for theatre or commercial use, has embarked on the production of films for television and has just completed the first of a dramatic series called *The Prosecutor*. Mr. Pegler said series will comprise 17 episodes and will be distributed to stations at a base rate that will entitle them to two repeat telecasts in addition to the original showing. This means that each 17-program series will be good for a 51-week run on a station, Mr. Pegler explained, with the station also entitled to round out the year by selecting any of the 17 features for a fourth telecast.

Company is also readying a second series of comedy dramas with a family setting on the order of radio's *Aldrich Family* programs. It is also planning on a juvenile series which will be made for daily release for stations wishing to program for the juvenile audience. All films will be priced on a sliding scale based on the size of the audience.

These video films were originally planned as 15-minute programs, Mr. Pegler said, but they may run longer than that as it is proving difficult to compress a dramatic plot into a quarter-hour picture.

# Columbus Visit of Video Caravan Called Success

VISITS of the RCA Victor-Allied Stores Television Caravan to the Morehouse-Martens store in Columbus, Ohio, July 16-19, was a decided success, according to reports from George L. Deegan, store president. A "very representative" cross-section of the public, "many of whom had been in our store for the first time," attended and store traffic during the caravan's visit was "comparable to periods when special annual and semi-annual events have been featured," Mr. Deegan said.

The Morehouse-Martens management indicated that it considered important the fact that men and children constituted a large percentage of those who witnessed the caravan demonstrations—"the first time to our knowledge," said Mr. Deegan, "that our institutional activities have given us such response."

A preview of the caravan show was presented at Morehouse-Martens at 10 a. m. July 16, an hour before the public was admitted. WCOL Columbus aired the preview, in which Columbus municipal officials, Ohio state officials and business men participated.

# THE CLIFF EDWARDS SHOW

## 260 TRANSCRIBED PROGRAMS

**Five Quarter-Hours a Week for a Year!**

"UKULELE IKE"

## HERE'S A PROGRAM YOU CAN SELL!

### JUST LOOK AT THE CLIFF EDWARDS

## SUCCESS STORY

- ★ Cliff has appeared in 103 Hollywood motion pictures.
- ★ He was the voice of "Jiminy Cricket" in Walt Disney's "Pinnochio."
- ★ He was the voice of the "Black Crow" in Disney's "Dumbo."
- ★ His phonograph record sales (new pressings no longer available) set an all-time high: fifty-one million in less than three years!
- ★ He appeared in 14 Broadway shows.
- ★ He has played every important vaudeville theatre in America and Canada, and made four European tours, playing many of the Music Halls and smart Night Clubs in England, France, Scotland and Holland.
- ★ Since leaving Hollywood, he played 42 weeks of personal appearances in leading picture theatres.

**AUDITION RECORDING SENT EXPRESS $5 C.O.D.**

1—Cliff sings the songs everybody knows as only *he* can sing them! This means—AUDIENCE . . . as proved by his WHB-Kansas City Hooperatings, in a five-month period: 3.2, then 3.7, then 6.2 and up to a 6.7!! Against Breakfast-in-Hollywood and Fred Waring! Cliff's music is universal in appeal!

2—Cliff's great ukulele playing is ably abetted on these transcriptions by four sensational swing musicians—piano, string-bass, guitar and vibraharp.

3—The music is individually recorded—tune at a time—on 16" transcriptions (lateral cut, 33⅓ r.p.m.). You can thus choose any combination of tunes you want for any program—and build each show the way you or your sponsor wants it! Each transcription, however, carries five or six varied tunes . . . so that you could play them in sequence from one transcription if you wish, and have a well-balanced program.

4—These are *specially recorded* transcriptions—not "just records" with talent and arrangements that can be heard on any station, any day. No competitor can duplicate your show! LICENSED EXCLUSIVELY to one station in one market.

. . . together with an option on this feature for your market. The $5 will be applied on purchase price if you buy The Cliff Edwards Show. This offer subject to prior sale.

5—There are several cuts of the famous Cliff Edwards theme song: "Singin' in the Rain." Consequently, you'll be in no danger of wearing out the theme recording, no matter how frequently you broadcast the Cliff Edwards Show.

6—You put the commercials where you want them, and as many as you want—filling out with music. The average quarter-hour program carries an opening and closing theme (with short commercial), plus two regular commercials—AND FIVE SONGS!

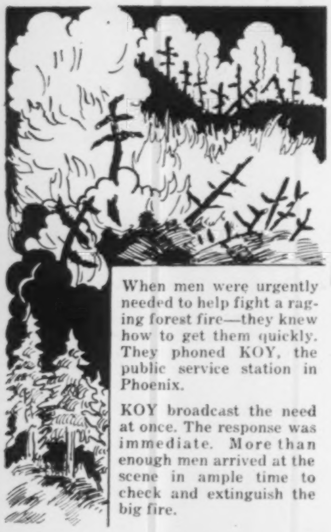
7—We furnish suggested scripts for the musical introductions — but *your announcer* reads them, as well as the commercials. Thus, you have *complete control* of the way the program is arranged, timed and broadcast.

8—The program material is suitable for almost any sponsor. The music consists of All-American favorites appealing to listeners of all ages, and especially the high-purchasing-power, middle-age group who remember the great song hits of the 20s and 30s. Yet, the RHYTHM accompaniment is so powerful . . . the "swing" is so infectious . . . that the "bobby-sox" listeners and "hep-cats" *love* this music.

*First in a Series of Advertisements Announcing Programs Available Exclusively through*

**BROADCASTERS' GUILD, Inc.**

HOLLYWOOD • CHICAGO • NEW YORK • 1121 Scarritt Bldg., KANSAS CITY • Phone Victor 5243



When men were urgently needed to help fight a raging forest fire—they knew how to get them quickly. They phoned KOY, the public service station in Phoenix.

KOY broadcast the need at once. The response was immediate. More than enough men arrived at the scene in ample time to check and extinguish the big fire.

IN EMERGENCY
— AS ALWAYS

KOY
1000 WATTS
550 KC

COMES FIRST
ON
EVERYBODY'S DIAL
IN
PHOENIX
ARIZONA

CBS in Phoenix
KEY STATION OF THE ARIZONA NETWORK WITH KTUC-TUCSON & KSUN-DOUGLAS-BISBEE.

Management affiliated with WLS, Chicago
Burridge D. Butler
President

National Representatives
JOHN BLAIR & COMPANY

# THE 'SUN' IS HEATED

## So The New York Paper is Given Time To Answer Charges by Hollenbeck

AN ILLUMINATING footnote to the *New York Sun's* controversial story on the theft of atomic bomb documents from Oak Ridge was furnished July 19 on *CBS Views the Press.*

Acceding to the *Sun's* request for an opportunity to reply to a charge by Don Hollenbeck on an earlier broadcast that the newspaper's story was "a great public disservice," CBS invited Col. Gilbert T. Hodges, chairman of the *Sun's* executive committee, to appear on a subsequent broadcast with Mr. Hollenbeck.

Col. Hodges, whose prepared statement took up almost 13 minutes of the quarter-hour show, reported the charges made in the original story—which declared that "top secret data" on the bomb had been stolen—and said that time and the investigation now in progress at Oak Ridge will vindicate the *Sun.* Col. Hodges also took occasion to mention that Mr. Hollenbeck once worked for *PM*, the New York tabloid. He declared, "We must consider, therefore, since Mr. Hollenbeck's affection for *PM* continues strong, that he is a liberal and a follower of the party line which such liberals invariably pursue . . ."

Mr. Hollenbeck, in the few minutes remaining, said that Col. Hodges "has presented nothing substantially new." Mr. Hollenbeck said also that ". . . the insinuation that I am a follower of the Communist Party line . . . represents a departure from journalistic ethics that readers and listeners have a right to expect from newspapers and broadcasters."

WJTN Jamestown, N. Y., has received plaque from Jamestown Army Recruiting Station, expressing appreciation of First Army "for materially aiding their Army Recruiting Service in building the new regular U. S. Army."

# *First of Small Market Clinics Is Held By Denver U.; Governor Is Speaker*

FIRST in a series of five one-week clinics on various phases of small market radio operations was held at the U. of Denver last week, July 21-25. Participating in the opening of the first clinic, on radio news, were Governor Lee Knous of Colorado, Denver's Mayor Quigg Newton, news editors of the five Denver radio stations and representatives of NAB.

Arthur Stringer, NAB consultant on radio news problems and director of NAB Special Services Dept., directed the clinic. Governor Knous and Mayor Newton held special news conferences during the open session. To demonstrate the importance of the wire recorder, a speedup version of the conference was done for broadcast by Sheldon Peterson, KLZ news editor, Milton Hoffman, KFEL newscaster, and the governor.

Members of the Denver Radio News Editors Assoc., headed by Jack Fitzpatrick, KFEL, met with the sessions to discuss phases of news operations. Mr. Fitzpatrick talked on making and maintaining local contacts; Bill Glines, KMYR, discussed the importance of local news and Hal Rennolet, KOA farm editor, spoke on farm news coverage. Earl McCain, former KLZ news editor, served as general consultant for the clinic.

Other station participants in the clinic included: Rex Howell and John Wix, KFXJ Grand Junction, Colo.; Robert Mott, KTSW Emporia, Kan.; Whit Whitley, Arkansas City, Kan.; Barry Coleman, KFEL; and Duane Ramsay, KVOD Denver.

The series of summer clinics was planned and scheduled under the guidance of the university's Radio Industry Advisory Committee, composed of Hugh Terry, KLZ, and NAB director; Vince Corbett, KVOD; Paul Godt, KFEL; Ben Besoff, Bezoff Adv.; Phil Gray, Gray Adv.; Clarence More, KOA; Jack Todd, KBOL Boulder; Gifford Phillips, KGHF Peublo and Rex Howell, KFXJ Grand Junction.

Other clinics scheduled in the series will be led by J. Allen Brown, NAB Assistant Director of Broadcast Advertising; Neville Miller, former NAB president; Rex Howell; and Allen Miller, director of the Rocky Mountain Radio Council.

## WNHC Seeks Video CP To Join Du Mont Hookup

WNHC New Haven, Conn., 250-w outlet on 1340 kc, applied to FCC last week for a new television station which the company plans to affiliate with the projected Du Mont Laboratories regional video network. WNHC asked for Channel 6. Construction costs were estimated at about $100,000 but spokesmen said this represented equipment primarily, since the station's FM transmitter site will be used and studios are available which may be converted to video use.

WNHC is licensed to Elm City Broadcasting Corp., headed by Patrick J. Goode. Mr. Goode and Aldo DeDominicis are principal stockholders. The application was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd.

## WFBR, WCAO Technicians Granted Wage Increases

NEW CONTRACTS covering technicians employed at two Baltimore stations, WFBR and WCAO, and providing a number of gains in working conditions have been signed by owners of the stations, according to William C. Bareham, president of Local Union No. 1400, IBEW (AFL).

Wage increase at WFBR amounts to 20% and at WCAO ranges from 28 to 50%, Mr. Bareham said. (Present scale is $75 to $90 for technicians, $108 for supervisors at both stations.)

Among other gains listed by Mr. Bareham were: A union shop, spread reduced from 5 years to 18 months, 50% credit for past experience, elimination of dual operation, and $1.00 allowance for each trip to transmitter.

FORD FACTS, weekly newspaper of the United Auto Workers Local 600, on July 12 published the first of five articles explaining FM broadcasting to the layman. Prefatory note to the article said the UAW-CIO Broadcasting Corp. plans to operate FM stations in Detroit, Chicago and Cleveland.

CHAMPIONS in New York Radio Executives Club golf tournament, held at Aldecress Country Club, Alpine, N. J., sit behind trophies they won. L to r: Buzz Chapin, WJZ, third place; Irving Raskin, WHN, the champ, and George Frey, second place, NBC eastern sales manager, in whose offices picture was taken. Mr. Frey and Mr. Raskin tied with a 78 and had to play a "sudden death" round to decide the winner.

# WBAL Surveys Brand Leadership

## DISTRIBUTION AND CONSUMER PREFERENCE SURVEY, OF LEADING PRODUCTS SOLD IN FOOD STORES IN BALTIMORE AREA, JUST COMPLETED

| TYPE OF PRODUCT | Consumer Preference |  |  | Distribution |  |  | TYPE OF PRODUCT | Consumer Preference |  |  | Distribution |  |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | 45 | 46 | 47 | 45 | 46 | 47 |  | 45 | 46 | 47 | 45 | 46 | 47 |
| CLEANSERS "A" | 73% | 77% | 70% | 94% | 96% | 92% | PEANUT BUTTER "A" | 38% | 45% | 22% | 52% | 68% | 45% |
| "B" | 9% | 9% | 13% | 94% | 80% | 87% | "B" | .. | .. | 36% | .. | .. | 43% |
| "C" | 10% | 6% | 1% | 93% | 64% | 78% | "C" | 5% | 6% | 4% | 17% | 20% | 19% |
| MUSTARD "A" | 37% | 56% | 58% | 81% | 86% | 83% | BREAD "A" | 20% | 27% | 42% | 95% | 96% | 98% |
| "B" | 31% | 21% | 17% | 70% | 67% | 58% | "B" | 72% | 60% | 42% | 98% | 95% | 97% |
| "C" | 18% | 10% | 9% | 59% | 45% | 56% | "C" | 3% | 7% | 9% | 58% | 64% | 67% |

**This is just a partial list of the products surveyed. For complete list, see coupon below. Most products show a 3-year comparison, some show a 2-year comparison, a few only 1 year.**

**Who leads the field in bread sales in Baltimore? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore.) Who leads the field in tea? WBAL knows all the answers.**

**Our Merchandising staff, under the supervision of Jack Tappin, did all the legwork themselves . . . visited the stores personally, and have come up with some facts and figures that tell a story—very important to you.**

**WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested...and a copy of the survey will be sent to you pronto.**

WBAL
NBC AFFILIATE
50,000 WATTS
BALTIMORE
ONE OF AMERICAS GREAT RADIO STATIONS

## MAIL THIS COUPON

STATION WBAL, BALTIMORE 1, MD. *Please send me the survey I have checked:*

The following are 3-year comparisons:

☐ Baking Powder
☐ Bread
☐ Cheese
☐ Cleansers
☐ Coffee
☐ Dog Food
☐ Macaroni Products
☐ Milk (Fresh)
☐ Mustard
☐ Peanut Butter
☐ Pudding
☐ Soft Drinks (sm)
☐ Soft Drinks (lg)
☐ Soup (Canned)
☐ Soup(Dehy'd Mix)
☐ Table Salt
☐ Tea
☐ Toilet Soap
☐ Wax (Cake)
☐ Wax (Liquid)

The following are 2-year comparisons:

☐ Baby Food
☐ Bran & Raisin
☐ Bran Cereal
☐ Catsup
☐ Coffee (Instant)
☐ Cold Corn Cereal
☐ Cold Rice Cereal
☐ Cold Wheat Cereal
☐ Frosted Foods
☐ Hot Oats Cereal
☐ Hot Wheat Cereal
☐ Margarine
☐ Mayonnaise
☐ Meat (Canned)
☐ Milk (Canned)
☐ Saltine Crackers
☐ Spaghetti Dinners (Prepared)
☐ Sparkling Soda

The following are 1-year comparisons:

☐ Ammonia
☐ Bleaches
☐ Cleaners
☐ Corn Muffin Mix
☐ Pie Crust Mix (Prepared)
☐ Soap (Fine Fabrics)
☐ Soap (Household & Dishes)

*Name*..........................................................................

*Address*......................................................................

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

## Rumors of Large-Screen TV for Theatre Quashed

REPORTS that Warner Bros. would install large-screen video equipment in a New York theatre this fall were quashed last week by Col. Nathan Levinson, head of the movie company's engineering and technical research staff. The public goes to the movies "to be entertained and not to be experimented with," he stated. He added, however, that the studio will set up experimental facilities in Burbank as soon as the equipment arrives from RCA to speed the day of theatre television on an acceptable entertainment basis.

Rumors of immediate theatre installations appeared in the amusement trade press following announcement that Warner Bros. had entered into cooperative experimental work with RCA to perfect theatre television.

## Bigelow Resigns

JOE BIGELOW, vice president in charge of radio production for J. Walter Thompson Co., New York, and second in command to John Reber, vice president in charge of radio, has resigned from the agency effective early fall. Mr. Bigelow plans to vacation in Bermuda before making future connections.

ROONEY Inc., Hollywood, has obtained exclusive radio rights to "Boys' Town" featuring Mickey Rooney, film star. Package is being offered live.

Coverage from *Within* OF FOUR NEW MEXICO MAJOR MARKETS

KTRC
Santa Fe
KFUN
Las Vegas
KOAT
Albuquerque
KGAK
Gallup
All ABC Affiliates
ZIA NETWORK

Is Possible Only With the Only Regional Network in New Mexico

Zia Network stations at a package rate or as single stations are the best buy in the Southwest!

Zia Network

Represented By
HOMER GRIFFITH CO. inc.

# *Your Stations...Are They Best Located?*

**WITH THE BROADCASTING art branching out into FM, facsimile and television, many station managers and owners are working out plans for new studio and transmitter buildings. Those in metropolitan areas are faced with the decision as to whether they should stay in the congested, downtown area or should move into the residential district. There is much to be said on both sides. A central location is easily accessible at all times. It is near the hub of other business activities and has advantages for those in the commercial end of radio. It offers facilities for the convenience of station personnel such as restaurants, theatres, stores and places of entertainment. On the other hand, the radio center which is located in a fairly removed spot has facilities for parking—an ever increasing problem in modern crowded cities. The lower initial cost of land allows for more commodious quarters for all of the station's varied activities. With expansion into new fields this becomes important. Warren P. Williamson Jr., president and general manager of WKBN Youngstown, Ohio, has prepared a series of questions which arise. BROADCASTING would like to have comments on these questions from those who are interested in the problem either through experience in deciding the questions which face this station manager or who feel they will face such decisions.**

1 Do you have difficulty in getting visiting artists or program talent to come to your studios? Do they use automobile or city transportation? Have you found it necessary to provide transportation to keep any of them interested, because of the inconvenience of your location, where you would not have had to do this if you were located in the business center?

2 Do you have a downtown competitor; and if so, do you have any disadvantages the result of your removed location?

3 Local sources of news usually revolve around the courthouse, city hall, fire or police departments. Does this present a problem for your newsmen who must travel to the studios to write and "air" their material? If your local competitor was operated by a newspaper, would this influence your opinion?

4 Department heads and executives are usually connected with service clubs, civic activities and in general a part of the active business life of the community. Does your location make problems for you from this standpoint?

5 Salesmen move from point to point among business men and establishments — many times by appointment. When it is not possible for them to conveniently drop back to the office with copy or to await the next appointment, does it present a serious problem? If so, what was your solution?

6 Do you promote any activities with the specific idea in mind of bringing the public to your location?—i.e. Do you invite women's organizations or other groups to use your studios (when not in use) for meetings, etc. in order to maintain your position in the activities of the community, that you might normally be a part of if you were located in the downtown business district?

7 Do traveling radio transcription men or other industry people short-circuit you in favor of a competitor, because of your removed location?

8 Do you have problems of transportation for personnel who may be working at odd hours when public transportation is not available at your location? If so, what has been your solution?

9 Do you have a food problem, because of your inaccessibility to restaurants? If so, what was your solution?

## All 4 Networks Will Have Men on Mass B-29 Flight

ALL FOUR NETWORKS will have representatives aboard one of the eight B-29's scheduled to make a mass flight from Tokyo to Washington, D. C., on July 31. According to Gen. George C. Kenney, commander of the U. S. Strategic Air Forces, the eight planes will attempt the longest and fastest mass flight of superfortress bombers.

Bob Reuben, NBC newscaster, will cover the flight for his network, which will attempt a direct broadcast from Mr. Reuben's plane while in flight over Alaska for its *World News Roundup* at 8 a.m. and *News of the World* at 7:15 p. m. on July 31 or Aug. 1.

Julian Anthony of the ABC Special Events Dept. is representing that network on the flight, while Arthur Gaeth will represent MBS and Robert Evans CBS.

"TRUTH OR CONSEQUENCES" will broadcast West Coast repeat by transcription starting Oct. 4, in liberalization of NBC policy on programs of that type.

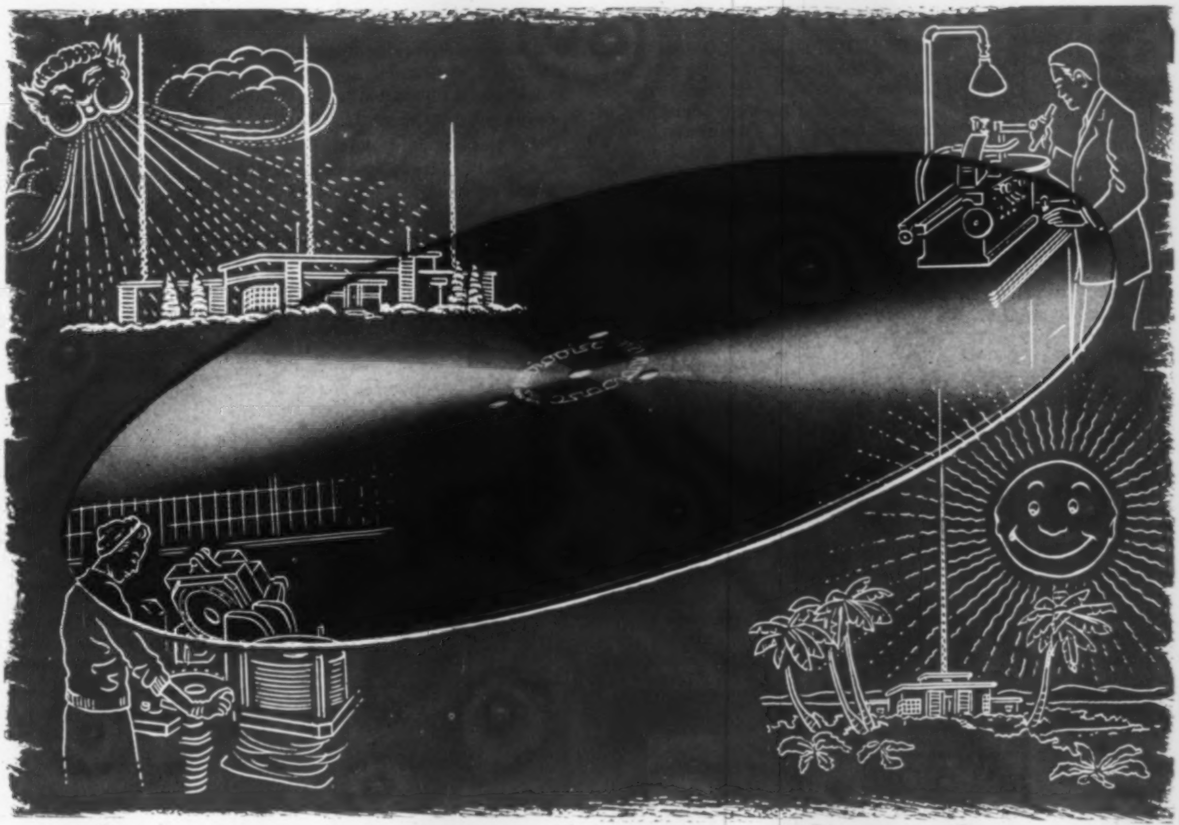
## KIMO OPENS AUG. 3
### President Truman's Home Town —To Have 1-kw Day Station

*Harry Becker, program director, at KIMO studio console.*

PRESIDENT'S home town, Independence, Mo., soon will have a 1-kw daytime station, KIMO, scheduled to begin operation Aug. 3 on 1510 kc. Station is owned by three brothers and a brother-in-law — Craig, Cedric and Charles Siegfried and Frank E. Fowler, operating as The Blue Valley Co.

Management has announced that KIMO programs will take the local slant. Program director is Harry Becker, who, like many other Independence residents, is sporting a beard to help publicize the city's annual celebration of Santa-Cali-Gon Sept. 15-17.

KIMO studios are in downtown Independence and the transmitter midway between Independence and nearby Kansas City. Plant is 100% Gates-equipped and has a Truscon tower.



# *they speak for...* audiodiscs*

**Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad. A few excerpts from typical letters recently received follow:**

*"AUDIODISCS have proven their worth at our station. We are for them one hundred percent."* ...A 5,000 WATTER

*"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory."* ...A 1,000 WATTER

*"It will interest you to know that we use only AUDIODISCS."* ...A 10,000 WATTER

*"We use AUDIODISCS exclusively and find them everything your research engineers have claimed."* ...A RECORDING STUDIO

*"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time."* ...A 5,000 WATTER

*"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory."* ...A 50,000 WATTER

*"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands."* ...A 5,000 WATTER

*"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We have found them to be uniformly satisfactory."* ...A 1,000 WATTER

*"Of all discs we have tried, AUDIODISCS are our standard and whenever supreme quality of reproduction of instantaneous recording is desired, it's AUDIODISCS for us."* ...A RECORDING STUDIO

*"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time."* ...A 5,000 WATTER

*"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality."* ...A 50,000 WATTER

*"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available."* ...A 250 WATTER

**AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N. Y.**
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.
*Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

* REG. U.S. PAT. OFF.

*they speak for themselves* **audiodiscs**

## *KORET MINUTE DISCS STARTED IN CAMPAIGN*

KORET OF CALIFORNIA, San Francisco (women's wear) has started a nationwide radio campaign with a series of one-minute transcribed programs, *Minute Radio Show*. Approximately 30 stations in all major markets of the country except the West Coast are using the transcriptions. The minute transcription — produced by NBC Hollywood — contains the format of a full 15-minute show, with opening announcement, singing commercial, talk on etiquette, a 15-second musical interlude for benefit of local sponsor and closing music.

Approximately 40 different minute shows have been made available to the dealers. Koret buys the radio time and the dealer pays for the transcription. The radio campaign is a part of Koret's overall promotion program throughout country. According to Gertrude Smith, advertising manager of Koret of California, the majority of the retailers who subscribe to the cooperative radio deal are those who already are using or have used radio as an advertising medium.

# Senate Policy Group Denies Plea for Increased OIC Funds

SENATE POLICY COMMITTEE, under the potent direction of Sen. Robert A. Taft (R-Ohio) denied last week the plea of Secretary of State George C. Marshall for an additional $4,000,000 for information and cultural affairs.

The denial was made indirectly by spiking the Mundt bill to give permanent authority to the Office of International Information and Cultural Affairs. The bill, passed earlier in the House, was on the Senate calendar, awaiting a vote.

The bill was pushed through the Senate Foreign Relations Committee by the efforts of Sen. H. Alexander Smith (R-N. J.) but died a quick death when both Senator Taft and Sen. Wallace H. White Jr. (R-Maine) threatened to take five hours on the floor to speak against it.

Assistant Secretary of State William Benton, who heads the information and cultural activities of the State Dept., explained to BROADCASTING that failure of the bill itself did not concern him nearly so much as the fact that it will now be virtually impossible to ask for a deficiency appropriation above the $12,000,000 already approved by the Congress.

Mr. Benton said that of all the services broadcasting—that is the "Voice of America"—came off best with approximately 80% of the original demand. Field services in cultural relations, he added, will suffer heavily. He estimated they will have to be cut by at least one-third.

The 20% cut in the "Voice of America," meanwhile, has made it necessary for the Department to start streamlining overseas broadcasting.

Two languages of the 26 now being employed—Swedish and Danish—are being cut from the pattern effective Aug. 1. The Russian program is being expanded slightly with the addition of a special half-hour at midnight. Efforts are also being made to turn a greater share of the programming over to the seven private licensees with whom the State Dept. contracts for transmitters and programming services.

**HEADING** 12-man public relations committee for $7,700,000 Community Fund campaign which will get underway in the fall will be Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, Chicago. Campaign, using radio, movies, newspapers, outdoor advertising and other media, will be on behalf of 192 Community Chest health and welfare agencies.

960

Paul H. Raymer Company Nat'l Rep.

International News Service

WBRC

NBC

THE NETWORK MOST PEOPLE LISTEN TO MOST

WBRC

FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Day

5000 Watts Night

BIRMINGHAM, ALABAMA

# PULLIAM TO SEE WORLD'S RADIO

### Publisher and WIRE Owner Says Air Should Be Guarded More Than Newspapers

A FREE RADIO is even more important to the welfare of a nation than a free press and therefore should be guarded even more zealously, Eugene C. Pulliam, owner of WIRE Indianapolis and publisher of eight newspapers in Arizona and Indiana, said in New York last week.

Mr. Pulliam

Mr. Pulliam was in New York before leaving with his wife on a world tour, one of the aims of which is to discover at first hand how the radio systems of other countries compare with ours.

### 'Radio More Effective'

He traced the prewar growth of dictatorship in Italy, Germany and Spain, pointing out that in each country seizure of radio facilities was the forerunner of the ascendancy of Mussolini, Hitler and Franco. He declared that because the spoken word is more effective than printed matter, it is vital in any democracy or would-be democracy that access to broadcasting facilities be divided equally among all political parties and classes.

Mr. Pulliam said that he had declined the State Department's offer of a guided tour of the world because he wants to bypass the official viewpoint in the countries he hopes to visit in favor of the opinions of "the plain people" themselves. He hopes to accomplish this, he said, by methods he learned "as a police reporter in Kansas City."

The Pulliams plan to visit 28 countries, traveling mostly by air. The first half of their tour is to include Europe, the Near East, Africa and South America. They are due back in Indianapolis Oct. 5 and expect to leave for the Orient on Nov. 17 after a short rest.

The Pulliams will describe what they've heard and seen on their world tour in a series of articles to be written on their return and published in their newspapers and will also be summarized over WIRE and syndicated by the North American Newspaper Alliance.

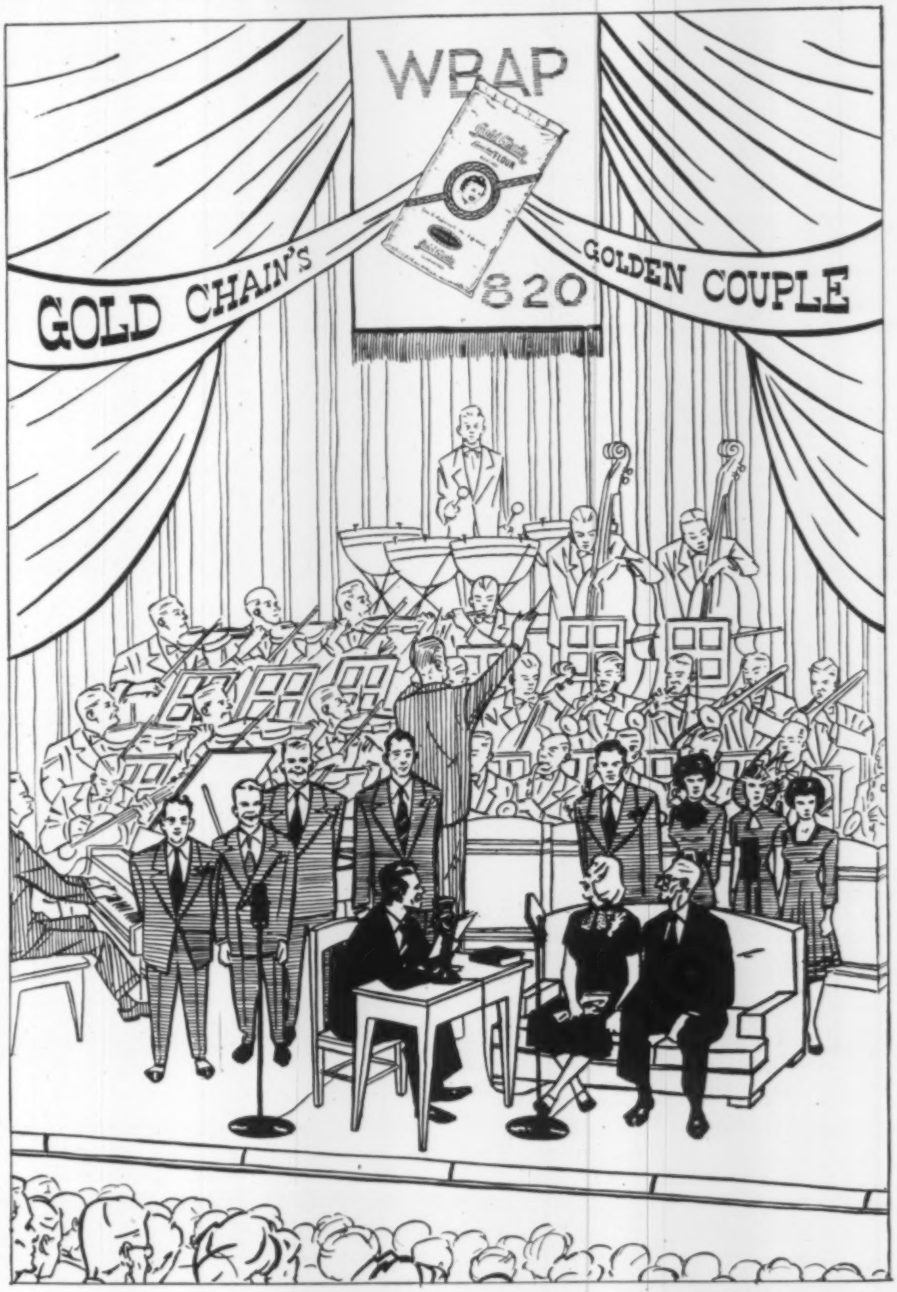
## Sammy Kaye Show (ABC) Outlets Boosted to 180

RAYMOND LABORATORIES, St. Paul (Rayve Shampoo), has announced that the number of ABC stations carrying the *Sammy Kaye Sunday Serenade* program, Sun., 1:30-1:55 p.m., has been increased from 125 to 180. In addition, the company begins a spot campaign in 18 cities for Rayve on Aug. 14.

R. A. Porter, vice president of Roche, Williams & Cleary, New York, Rayve agency, reported that spot anouncements over specially-selected local stations helped greatly in boosting sales for Rayve 71% higher during the first six months of this year than they were for the same period last year.

# One Hundred Six Golden Performances

A Star
Sunday
Afternoon
Program



Salutes
Its 106th
Golden
Couple

Two years, 106 performances, 106 golden couples celebrating their glorious golden wedding anniversary. . . . This is the "GOLDEN COUPLE" Program, originating with WBAP-820 and fed to the Texas Quality Network.

As guests of sponsor, Universal Mills of Fort Worth, these wonderful old couples have come from all parts of Texas to appear on the "GOLDEN COUPLE". They bring to the air heart-warming stories of their long life together, and are honored by a special orchestra, vocal quartet and ladies trio with their favorite tunes played and sung the way they like them.

Here is a program packed with sentiment and reverence, a natural that pulls a 9.5 Sunday Afternoon HOOPER RATING.

For Golden program results like those obtained by the "GOLDEN COUPLE" program, you, too, will want to use WBAP-820.

**FREE&PETERS,** INC. *National Representatives*

**Fort Worth:**
**Star-Telegram Bldg.**
**3-1234**

**New York:**
**444 Madison Ave.**
**Plaza 5-4130**

**Detroit:**
**3463 Penobscot Bldg.**
**Cadillac 4255**

**Hollywood:**
**6331 Hollywood**
**Hollywood 2151**

**Texas Quality Network**

**Lone Star Chain**

# WBAP

**THE STAR-TELEGRAM STATION**
**SINCE 1922**

**FORT WORTH**
**50,000 watts, 820 Kc.**
**NBC Affiliate**

**TEXAS**
**5,000 watts, 570 Kc.**
**ABC Affiliate**

**Amon Carter, President**
**Harold Hough, Director**
**George Cranston, Manager**
**Keith Baldwin, National Sales Representative**

**Chicago:**
**180 N. Michigan**
**Franklin 6373**

**San Francisco:**
**58 Sutter**
**Sutter 4353**

**Atlanta:**
**322 Palmer Bldg.**
**Main 5667**

# WADC Accuses FCC of Censorship

## Cleveland - Akron Case Seen as First Test Of Blue Book

A FLAT CHARGE of censorship was leveled against FCC last week, in an appeal to the courts.

The indictment was made by WADC Akron, appealing to the Court of Appeals for the District of Columbia from FCC's grant of 50 kw on 1220 kc to WGAR Cleveland and the accompanying denial of WADC's own bid for the same assignment [BROADCASTING, May 26].

The case, considered by observers to offer the first clear-cut court test of the Commission's Blue Book policies, is expected to be heard by the Court this fall.

WADC's application was denied because the station proposed to carry a full daily network schedule (CBS). Departing from its customary procedure on mutually exclusive applications, the Commission made no comparison of the two applicants' qualifications. Instead, it ruled that WADC's application should be denied in any event.

**Appeal Filed Monday**

WADC's notice of appeal, filed last Monday by the Washington law firm of Segal, Smith & Hennessey, cited 16 points on which it contended FCC's action "is unlawful, arbitrary, capricious, and is an abuse of administrative discretion."

The station charged that FCC's decision and orders in the case violate the section of the Communications Act which prohibits censorship; that they violate the First Amendment to the Constitution, and that they "undertake to establish a code of censorship for the broadcasting industry."

**Duopoly Ban Cited**

Because of the overlapping service resulting between WGAR and its sister station, WJR Detroit, WADC contended that the decision is "a direct violation" of FCC's duopoly ban and of the "standard of public interest, convenience and necessity."

WADC cited FCC's refusal "to consider the extensive contiguous coverage which the Commission undertakes to grant the [G.A.] Richards family by authorizing it through corporate guises to render a radio broadcasting service to adjacent and extensive areas."

WADC argued that FCC's decision ignored the Commission policy of preferring local owners and those proposing "integration of ownership," and that it deprived the Akron station of "that comparative consideration . . . to which [it] is entitled by law and under the Rules and Regulations of the Commission."

FCC already has given its answer to some of WADC's contentions. In a memorandum opinion and order denying the station's petition for re-hearing, the Commission asserted that the charges of censorship were "completely lacking in substance." Its decision, FCC said, contained nothing to indicate what programs a station should or should not carry [BROADCASTING, July 7].

### CJOR Plugs KOMO

CJOR Vancouver last week reported to NBC that it had become an earnest promoter of NBC's Seattle station, KOMO—at least temporarily. Vancouver sports fans were so enthusiastic over the Zale-Graziano fight July 16 that CJOR broadcast "CJOR regrets that the Zale-Graziano fight will not be broadcast in Canada tonight; however, we have received information that station KOMO in Seattle will be broadcasting the fight at 8 o'clock tonight."

### WSKI (250 w Fulltime) Goes On Air in October

WSKI, new 250 w fulltime station on 1240 kc at Montpelier, Vt., is scheduled to begin operations in October, according to Carl R. Taylor and B. M. Jacobsen, owners. When the Montpelier outlet goes on the air, only one state capital in the U. S. will be without its own station, a survey by Mr. Jacobsen shows. That capital, Dover, Del., has an application pending for a fulltime station.

Mr. Jacobsen, former assistant publicity and public relations director with WLW Cincinnati, found that 12 of 45 capital cities with existing stations have only 250 w outlets. Annapolis, Md., and Pierre, S. D., have daytime only outlets. Six capitals have but one station. Carson City, Nev., has a construction permit, as does Montpelier. Of the capitals of U. S. possessions and territories only one, Charlotte Amalie, Virgin Islands, has no station, Mr. Jacobsen found.

### Coogan to Europe

WALTER A. COOGAN, managing director, International Division, Sylvania Electric Products, sailed for Eurape July 17 to study the shortages of food and coal. The availability of these commodities, he pointed out, has an especially strong influence on the sale of his company's fluorescent lamps and fixtures, wiring devices, light bulbs and radio tubes.

71 TRANSCRIBED SELECTIONS

8 Musical Variety
14 Dramas
17 Musicals
13 Mystery & Adventures
4 Western & Hillbilly
5 Juvenile Shows
8 Comedies
2 Quiz

Solve your program problems *right now*, for we have available for immediate distribution 71 individual programs, encompassing more than 3600 episodes. There are shows in every field . . . produced by the top names in the business . . . selections to fit 5 minute to half-hour productions. Audition records available for immediate shipment. Complete catalog sent upon request.

Hollywood Transcriptions are all
PROVEN
Salesmakers

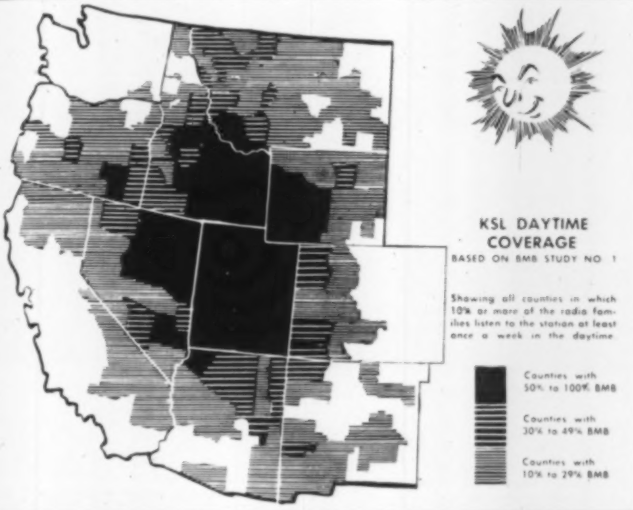
CINNAMON BEAR
Here's a great Christmas Feature that is one of the finest children stories ever produced. It will pay to tie in with America's biggest market . . . send for audition records today!

Hollywood RECORDED FEATURES, INC.
75 E. WACKER DRIVE, CHICAGO 1, ILL.
1651 COSMO ST., HOLLYWOOD 28, CALIF.
107 W. 86th ST., NEW YORK 24, N. Y.

**KSL** OFFERS YOU

# BLANKET DAYTIME COVERAGE OF 239 COUNTIES IN 11 STATES

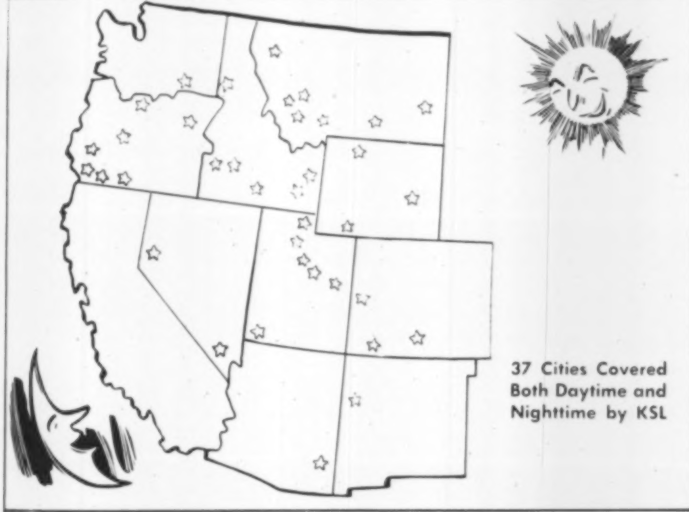
*Check Broadcast Measurement Bureau's Authoritative Facts on KSL Listening*



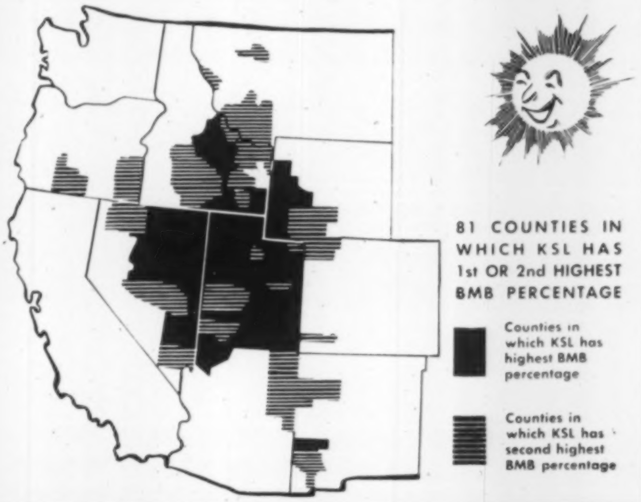
KSL DAYTIME COVERAGE
BASED ON BMB STUDY NO. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB



37 Cities Covered Both Daytime and Nighttime by KSL



81 COUNTIES IN WHICH KSL HAS 1st OR 2nd HIGHEST BMB PERCENTAGE

- Counties in which KSL has highest BMB percentage
- Counties in which KSL has second highest BMB percentage

## DAYTIME COVERAGE OF A MARKET OF 722,820 RADIO FAMILIES

According to figures compiled by Broadcast Measurement Bureau, KSL's powerful daytime signal blankets an area of 239 counties in Western America. And of these counties, 71 have a BMB listening level of from 50% to 100% while 107 have a level of 30% or more. In 1945 this great area had a Net Effective Buying Income (according to Sales Management) of $2,825,945,000, making it a profitable market for KSL advertisers.

## DAYTIME AND NIGHTTIME COVERAGE OF 37 INTERMOUNTAIN CITIES

Included within KSL's Daytime Coverage Area are 37 important cities, at least 10% of whose radio families listen to KSL both at night and in the daytime. The average dayime BMB percentage in these cities is 32%, with ten cities in Utah, Idaho, and Wyoming having 50% or more. Note, however, that the radio families in these Measured Cities (10,000 or more population or a local radio station) constitute only 26% of the total in KSL's daytime market.

## 1st OR 2nd HIGHEST BMB PERCENTAGES IN 81 DAYTIME COUNTIES

Not only does KSL cover a large daytime area, but it does this with the highest or second highest BMB percentage among all stations in 81 counties, located mainly in Utah, Idaho, Nevada, Wyoming, and Montana. This fact offers further proof that KSL is the dominant station in the Intermountain West.

If you want your advertising message to reach both city and rural listeners in this 11-state Western market — and to reach them efficiently and at lowest cost, then place your message on KSL. See your nearest Petry representative for availabilities now

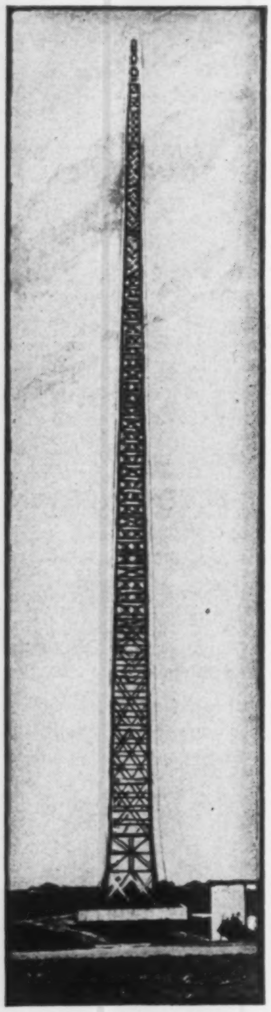
**50,000 WATTS • CLEAR CHANNEL**
**SALT LAKE CITY**
**Edward Petry & Co., Representatives**

**If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.**

Lehigh

Invites Your Inquiries for

AM-FM TV TOWERS



LEHIGH 414 FOOT AM-FM TOWER WSPA SPARTANBURG, S. C.

•

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PL.
NEW YORK 4, N. Y.

•

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

## WILX Staff Is Assisted By Personnel of WBIG

THE STAFF of the new WILX North Wilkesboro, N. C., which went on the air July 1 [BROADCASTING, July 16] is being assisted by WBIG's staff, according to Maj. Edney Ridge, president of both stations. The Greensboro station's personnel have been giving WILX staff members the benefit of their experience in producing and presenting public service programs. They call it the School of PPPPSP—production, promotion, presentation of public service programs.

Staff members of the new station are Maj. J. E. Brunson Jr., chief engineer, formerly with Western Electric; Robert L. Montgomery, program director, who was with WBIG; Jack D. Stir, sports editor; Philip B. Davis, news chief; Garrett Alderfer, morning man; Nancy Bessent, continuity; Dane L. Ulrich and M. G. White Jr., engineers.

## Cooperative FM Station Plans Start Late in '47

WCFM, the Cooperative Broadcasting Assn's proposed new FM station in Washington, D. C., has obtained approval of the Fairfax County (Va.) Planning Commission to erect a transmitter in West Falls Church, Va., and plans to go on the air by the end of 1947, H. F. Kern, general manager of station, announced last week.

WCFM studios and offices will occupy the site of a service station in the 2600 block of Virginia Ave., N. W., just off Potomac Parkway, in the capital. Garage and broadcasting facilities will be combined in what Mr. Kern described as "a novel integration of radio and service station functions under one roof."

Consumer cooperatives in the Washington area holding common stock and "interested individuals" holding preferred stock will own WCFM, Mr. Kern said. Program director will be Robert W. W. Ehrman, formerly producer director for WTOP Washington. Henry Walter, of the Frankford Arsenal, Philadelphia, will be chief engineer.

## Lewis Named President Of Lever Bros. Holding

RALPH P. LEWIS, former vice president in charge of sales of Elizabeth Arden Sales Corp., New York, has been appointed president of Harriet Hubbard Ayer Inc., which last week was acquired by Lever Bros. Co., Cambridge, Mass. Prior to his association with the Arden Corp., Mr. Lewis was sales manager of the western division of the American Bank Note Co.

Mr. Lewis succeeds Mrs. Lillian S. Dodge, who became president of Harriet Hubbard Ayer upon the death of her husband in 1918. Mrs. Dodge will, however, continue to be identified with the business in an advisory capacity to Mr. Lewis.

## *BORROFF HEADS GROUP ON AMERICAN HERITAGE*

Mr. Borroff

E. R. BORROFF, vice president in charge of ABC Central Division, has been elected chairman of the Chicago Radio Committee for the Purpose of Organizing the American Heritage Program and Inaugurating the Freedom Train. Campaign scheduled to start in September, will utilize all media of communication, education and community participation. Its goal is to emphasize on a national scale the common heritage of America.

Other members of Chicago Radio Committee include: Jeff Wade, Wade Advertising Agency; Glen Snyder, vice president and manager of WLS Chicago; Holman Faust, Chicago Radio Management Club; Art Jacobson, production director of NBC Central Division; John Platt, advertising director, Kraft Cheese Co.; Fran Allison, radio actress; Phil Bowman, writer, and L. S. (Duffy) Schwartz, liaison, Advertising Council.

Such a committee, it is pointed out, will give representation to advertisers, agencies, network directors, stations, networks, radio actors and writers, the Advertising Council and the Chicago Radio Management Club.

## MANAGEMENT

**C. S. JACKSON**, associate publisher of The Journal, Portland, Ore., has been appointed manager of the paper's station, KALE. He replaces **CHARLES E. COUCHE**, who has retired.

**A. E. (Bill) MICKEL**, former general manager of KTYL Mesa, Ariz., has been appointed general manager of WGBA (FM) Columbus, Ga., and also of its 1-kw 620 kc daytime AM affiliate which was recently granted [BROADCASTING, July 21]. Mr. Mickel at one time was manager of KFJB Marshalltown, Iowa, and in 1922 he operated the short-lived WLAR Marshalltown.

**NILES TRAMMELL**, president of NBC, has accepted a membership on Board of Directors of Hospitalized Veterans National Radio Foundation whose purpose is to provide radio sets to veterans' hospitals.

**JACK HARRIS**, general manager of KPRC Houston, and former chief of the radio branch of the War Dept., effective July 1 was renamed special consultant to Maj. Gen. Floyd Parks, director of Army public relations. An Army reserve colonel, Mr. Harris served in that capacity during the last year after being placed on inactive duty to return to radio.

**LEE HART**, NAB's assistant director of broadcast advertising, starts series of western clinics Aug. 11 in Denver, returns to Washington Sept. 9. Other clinics cities: Los Angeles, San Diego, Santa Barbara, San Jose, Fresno, San Francisco, Santa Rosa, Sacramento, Portland and Seattle.

**SIDNEY N. STROTZ**, NBC Western division vice president, is in New York to discuss with network executives plans for television operation in Hollywood. An early 1948 start is scheduled barring tie-ups in construction or shipment delay of equipment.

**NORAN E. KERSTA**, manager of NBC Television Department, will give a "Status Report on Television" July 29 at the NBC-Northwestern U. Summer Radio Institute in Chicago.

**WENDELL B. CAMPBELL**, general manager of KMOX St. Louis, has been elected a member of board of directors of Playgoers of St. Louis Inc., nonprofit organization of guarantors who back success of legitimate productions in St. Louis.

**WILLIAM B. SMULLIN**, owner of KIEM Eureka, and NAB 15th district director, is the father of a boy, born July 17.

**THAD HOLT**, president and treasurer of Voice of Alabama Inc., operator of WAPI and WAFM Birmingham, Ala., has been appointed director of Birmingham Branch of Federal Reserve Bank of Atlanta.

**DICK CAMPBELL**, general manager of KOME Tulsa, Okla., is the father of a boy, born July 15.

**LEE McCANNE**, vice president and general manager of WHAM Rochester, N. Y., has announced that WHAM's new studio buildings will be ready for occupancy within six months and that the station's new transmitter at Chili, N. Y., will be completed by fall.

## VACATION OFFICE

### Crosley's Dunville, on Boat Trip, Keeps Abreast

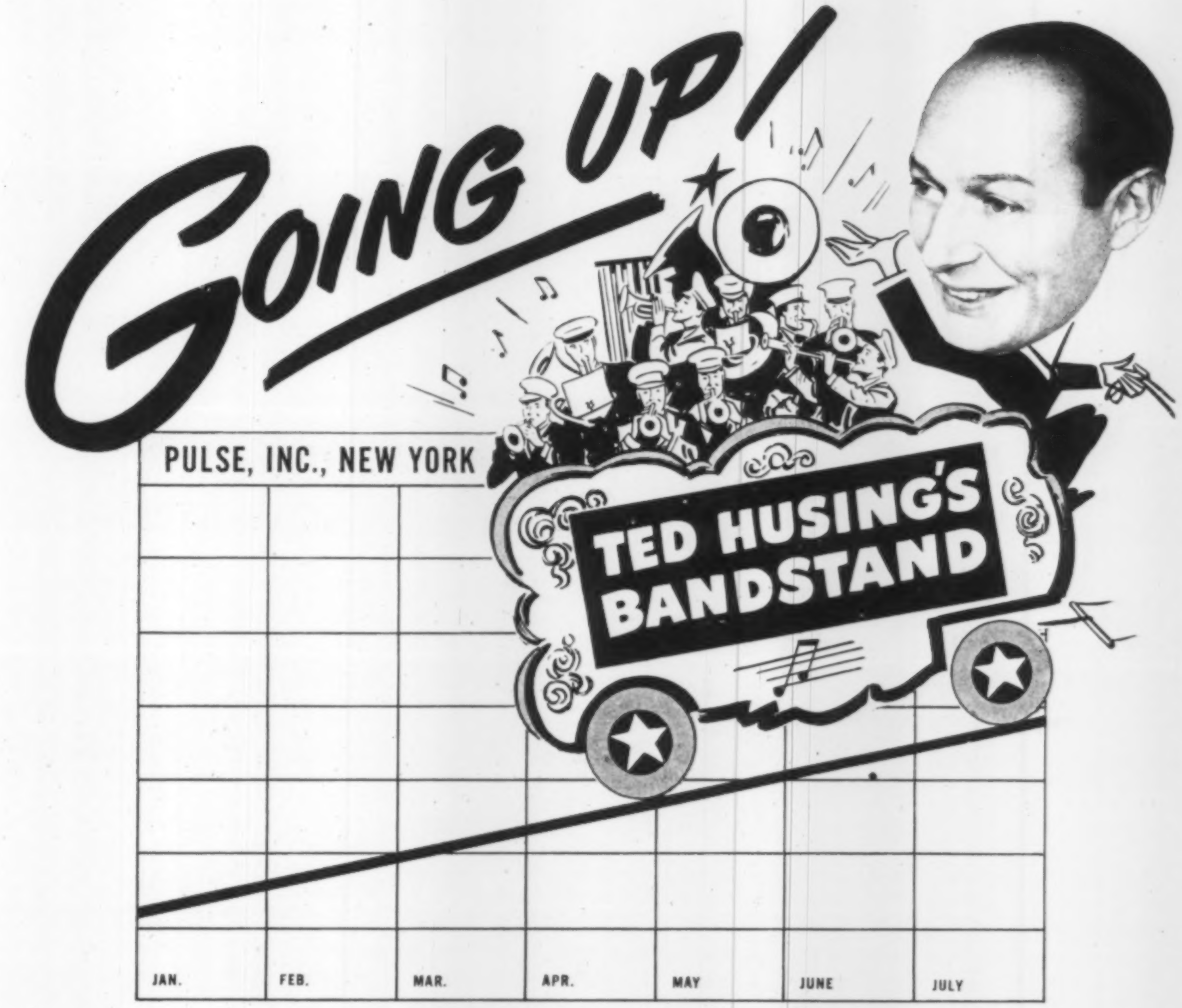
*SHIP-TO-SHORE telephone enables Mr. Dunville to keep in touch with his office constantly.*

THAT OFT-HEARD ADVICE about forgetting the office when you're away on vacation doesn't mean a thing to WLW's Robert E. Dunville, vice president and general manager of Crosley Broadcasting Corp. Instead, Mr. Dunville, who started a 4,000-mile trip early this month in his 1947-model Chris Craft 40-ft. boat, is keeping in constant touch with his office in Cincinnati via ship-to-shore telephone. In fact, he not only keeps abreast of his correspondence but also dictates letters.

The phone installation includes a 30-w FM transmitter which relays through the nearest AT&T station.

The vacation trip, which will require from six to eight weeks, is the first for Mr. Dunville in four years. The Crosley executive, who grew up on the Mississippi River where his father conducted a river shipping business, plans to fish in the waters of the Great Lakes, reaching them via the Ohio, Mississippi and Illinois rivers. Midway in the trip he will stop at WLW's Chicago office.

Accompanying Mr. Dunville are his wife and their two children, Roberta, 10, and Skippy, 7.


GOING UP!
PULSE, INC., NEW YORK
TED HUSING'S BANDSTAND
JAN.
FEB.
MAR.
APR.
MAY
JUNE
JULY

**TED HUSING'S BANDSTAND** ratings seem to defy gravity. They continue to go up-and-up-and-up even while radio listening in general follows its usual summer decline. This genuine audience growth presages a whopping market for Fall, greater audience at less cost-per-listener.

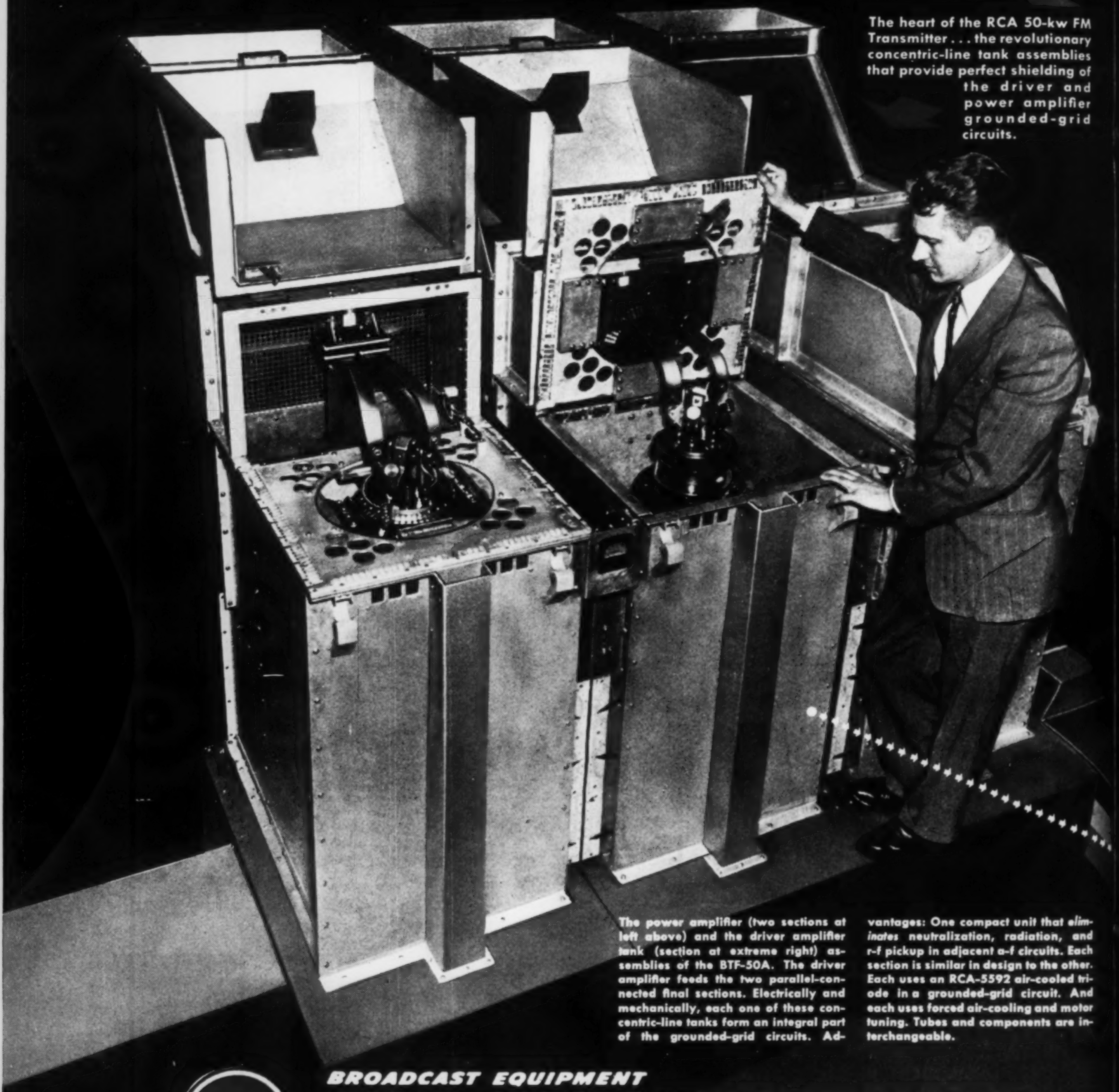
Ted Husing's Bandstand
WHN

**GET THE FACTS!**

**Call or write for brochure giving Bandstand rates and data, and ask a WHN representative for availabilities and the latest Pulse rating story.**

**50,000 WATTS**
**1050 Kilocycles • Clear Channel**
# WHN
**NEW YORK**
**1540 Broadway • Bryant 9-7800**

# worth your trip to Camden



The heart of the RCA 50-kw FM Transmitter . . . the revolutionary concentric-line tank assemblies that provide perfect shielding of the driver and power amplifier grounded-grid circuits.

The power amplifier (two sections at left above) and the driver amplifier tank (section at extreme right) assemblies of the BTF-50A. The driver amplifier feeds the two parallel-connected final sections. Electrically and mechanically, each one of these concentric-line tanks form an integral part of the grounded-grid circuits. Advantages: One compact unit that *eliminates* neutralization, radiation, and r-f pickup in adjacent a-f circuits. Each section is similar in design to the other. Each uses an RCA-5592 air-cooled triode in a grounded-grid circuit. And each uses forced air-cooling and motor tuning. Tubes and components are interchangeable.

**BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

# to see it in action!

## 50 KILOWATTS OF FM POWER

## he BTF-50A...now operating at full output on 108 mc

Broadcast station engineers who have watched the BTF-50A in operation put their arms around it . . . so to speak. No wonder, either. Because it handles easier than any other high-power transmitter they have ever seen . . . and it's as reliable as a powerhouse.

Here are some of its features.

Grounded-grid amplifiers and simplified single-ended r-f circuits (operating class C) insure high stability of operation and easy tuning. The Direct FM exciter produces high-fidelity frequency modulation simply and directly . . . has lower distortion than other methods . . . ses fewer tubes. Total BTF-50A tube complement, 42 ubes: 14 r-f, 2 a-f, 10 rectifier and 16 regulator and control . . the smallest number of tubes, we believe, of any transitter of similar rating. Of these, only 26 can seriously afct your carrier because the regulator-control tubes canot contribute to transmitter outages. And as for spares, need stock *only 14 different types.*

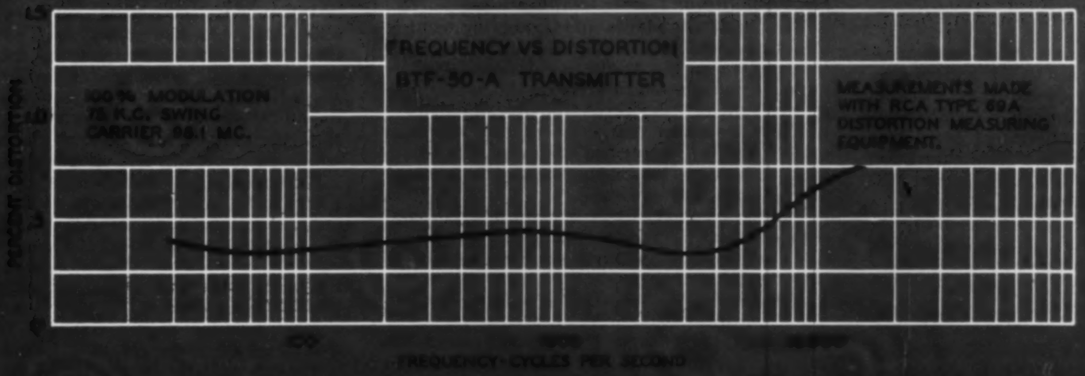
Other important design advantages include: Centralized power and control units, air-cooled tubes throughout, walk-in construction, only one high-voltage power supply . . . with spare-tube switching, and emergency cut-back with hi-lo power switching that isolates the 50-kw final amplifier for emergency 8-kw operation. Two blowers, operating independently, supply forced-air for the high- and low-power amplifiers . . . assure program continuity during emergency operation.

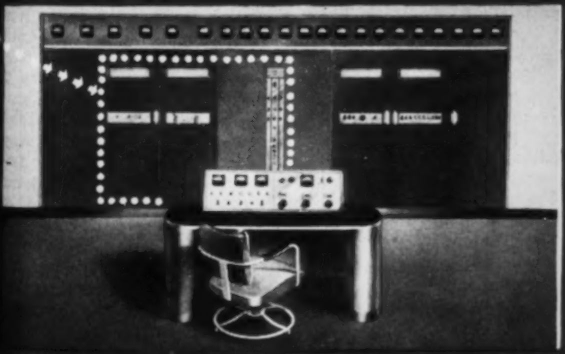
Here is a functionally styled 50-kw FM transmitter that will fit any type of station layout. It's compact enough to move in a standard passenger elevator . . . ideal for installing in office buildings. It's flexible. And it's economical to set up. Make sure you overlook none of its electrical and mechanical features when you inspect it in operation at Camden. Ask your RCA broadcast sales engineer to arrange your trip, or write Dept. 19-G-2.

• • • • •

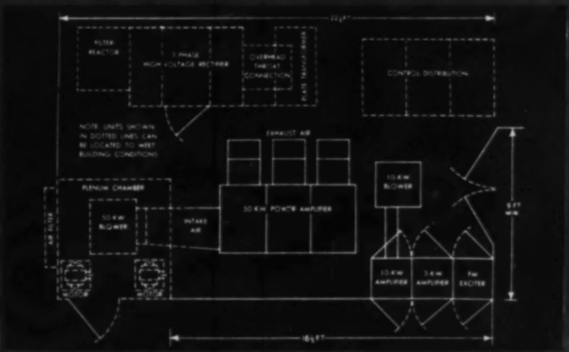
Production of the BTF-50A is progressing steadily to give you the earliest transmitter delivery possible.

**Program fidelity that pleases audiences. Less than 1% output distortion between 30 and 15,000 cycles.**





Smartly styled, the BTF-50A incorporates a unified front-panel design with centrally located control strips and flush-mounted controls. White dotted lines indicate the position (behind the front panel) of the concentric line 50-kw amplifier. Right-hand panel sections contain the 3- and 10-kw amplifiers and Direct FM exciter.


FILTER REACTOR
3 PHASE HIGH VOLTAGE RECTIFIER
OVERHEAD THROAT CONNECTION
PLATE TRANSFORMER
CONTROL DISTRIBUTION
NOTE: UNITS SHOWN IN DOTTED LINES CAN BE LOCATED TO MEET BUILDING CONDITIONS
EXHAUST AIR
PLENUM CHAMBER
AIR FILTER
50-KW BLOWER
INTAKE AIR
50 KW POWER AMPLIFIER
10-KW BLOWER
10-KW AMPLIFIER
3-KW AMPLIFIER
FM EXCITER
MOTOR
MOTOR
9 FT MIN
18½ FT

A typical floor layout for the BTF-50A. Additional equipments provided with the transmitter, but not mounted within the units are: pre-emphasis network, harmonic attenuator, transmission-line monitor, and a console which provides for audio and transmitter control. Write to nearest RCA sales office for details on various suggested floor plan arrangements.

# Editorial

## World Radio Intrigue

IT WAS President Roosevelt, the master radio orator and phrase-turner, who brought to the American people with astounding impact, the truism that the airplane and radio have shrunk the globe so that all nations are neighbors.

Where radio is concerned, meaning of that prophetic observation now becomes evident. It is showing up in the deliberations of the International Telecommunications Conference, which has held forth in Atlantic City since last May, with 71 nations represented by 800 delegates and observers in attendance. It is demonstrated in a behind-the-scenes tug of war of the state-owned radio operations against those privately operated under what we choose to call the American Plan of free competitive enterprise.

British Broadcasting Corp. is proselyting everywhere. Delegates of the Latin-American nations tell of full-time BBC agents spreading the gospel of Government-operated broadcasting. BBC offers free transcriptions of its programs; it supplies daily printed schedules of overseas broadcasts. BBC is acting as the overseas agent of the Empire—to promote international trade.

In the Argentine, problem child among our hemispheric neighbors, several stations have been closed down because the Peron Government took umbrage after an obvious act of political sabotage over which station ownership had no control. Prompt action by the recently formed Inter-American Broadcasters Assn. which implored President Peron to protect the sanctity of a free radio in the Americas, already has a salutary effect, and one of the largest of the suspended stations has returned to the air.

The Argentine action, the BCC maneuvering, and other manifestations of under-cover pressuring toward state-owned radio, underscore need for joint action by the nations of the Americas—the last outposts of truly free radio save for the two islands of free enterprise in Luxembourg and Monte Carlo on the still festering European continent.

Joint action can be achieved under an organization like the Inter-American Assn., launched last September largely through the good offices of Emilio Azcarraga, owner of XEW and XEQ in Mexico City, and head of the Mexican Delegation to Atlantic City, and Goar Mestre, owner of CMQ Havana, both U. S. educated. Neither NAB nor Canada's CAB is a member. They should be. BBC tried to join but was voted down as a Government monopoly. Membership is open only to private broadcaster associations.

All those who regard freedom as the symbol of democracy should heed events in Britain today (we don't mention the Soviet, because press and radio alike are simply chattels of the foreign office). The British press is under fire. They want to license it and control it. The Journalists Union *asks* for a Government press council, like the BBC, if you please!

That is what has befallen a once free press which sat supinely by while the BBC was formed, evidently feeling that with the Government controlling radio, there would be no competition for newspaper advertising. The British press didn't realize that freedom of the press and freedom of radio are one.

The British common law is world revered. The British radio law is the same kind of law that led to the establishment of the Thirteen Colonies seeking freedom to worship.

## The Awakening

THE COLD, STARK awakening that it takes more than an FCC license and a rate-card to operate a successful station is being brought home to some newcomers in radio. More and more stations are being placed on the block. There are fewer bidders. Construction permits are for sale—risky, if not illegal business.

This condition, destined to grow worse, was inevitable. It is sad for those affected and isn't healthy for radio. It's bad for FCC minions who have been goading veterans and others to enter radio for quick riches.

Take the case of WQQW Washington, given a prime facility (570 kc with 1,000 w daytime). It was one of seven new AM stations licensed since the war. Edward Brecher, ex-FCC publicist who worked for its Law Dept. in preparation of the Blue Book, promoted that venture. There are 200 individual stockholders—merchants, professional men and government people—mainly left-wingers like Mr. Brecher.

Mr. Brecher must have regaled them with "inside" stories about reactionary broadcasters earning "fabulous" profits from "Government franchises." WQQW was launched last January with a snowstorm of publicity releases about a "bill of rights" for the listeners, good music, only one commercial each 15 minutes, and similar starry-eyed theories.

Last week WQQW's dumbstruck stockholders were told by its board the station should be sold. Upwards of $150,000 has been sunk in it.

The same sort of fate, we venture, faces those others who propose to revolutionize radio.

In appraising the plight of some newcomers, we do not contend the FCC should have denied all applications for new stations. Many of the newcomers will and should succeed. That will occur where there is the know-how and the zeal to operate by the American plan.

We oppose only phoney thinking about "free competition" and the ignoring by the FCC of its own standards as to engineering, financial responsibility and other qualifications.

The FCC Standards of Good Engineering Practice are all but in the ash-can. These were intended to be the traffic regulations. Just as cars are not allowed to drive on the wrong side of the street, or railroad block signals are devised so trains run only on the assigned tracks, and at prescribed distances, the radio standards were invoked to assure reasonably interference-free coverage.

Put too much traffic on a given channel and deterioration in service results. That brings inevitable loss of revenue, and eventually of program structure.

We contend it's not free competition when the FCC literally forces AM licensees and applicants to get into FM. If they were not fearful of reprisals, many broadcasters would tell you that, at the staff level (usually in the Law Dept.) they have been advised, perhaps obliquely, that there won't be any AM favors unless they hop the FM bandwagon.

We happen to think the AM broadcaster should be in on FM as a new service, as an investment and insurance against the future. No broadcaster should turn his back to progress.

Nevertheless, there's nothing legal to justify proselyting by the FCC in support of one method of radio against another. There's nothing in our free enterprise system to support it. Free enterprise means freedom to enter a business, to risk his capital and his neck.

The FCC gets a record peace-time appropriation of $6,200,000 for this fiscal year. It can thank its Chairman, the youthful and hard-hitting Charles R. Denny for that. He made a persuasive case with little more than the glamour of radio upon which to base it. Our hat's off to Mr. Denny. We didn't believe he could do it. The FCC didn't need half that money to do the work Congress intended for it.

## Our Respects To—

KENNETH CLAIBORNE ROYALL

THE NEW Secretary of War, Kenneth Claiborne Royall, is a well-balanced combination of a man in a high government position who still can keep the private industry perspective. Doubtless his part-ownership of WGBR and WGBR-FM Goldsboro, N. C., has contributed to his outlook.

"There is always danger of a government group with some power taking too much," he believes. As to the FCC, he views it as "advisory rather than mandatory. The Commissioners are there to regulate the technical aspects of radio," he says. "Programming is the business of the stations. There should be no more control over radio than there is over newspapers."

WGBR-FM has been on the air since Nov. 1 of last year. The AM license was just renewed to Aug. 1, 1950. It has been on the air since Aug. 14, 1939. Mr. Royall owns 31 out of 180 shares.

Mr. Royall was sworn in as Secretary of War last Thursday, succeeding Secretary Patterson, under whom he had served as Undersecretary since Nov. 9, 1945. His tenure of office depends upon action of the Congress regarding the merger of the services. It is believed that Mr. Royall is scheduled for appointment as Secretary of the Army, without Cabinet status, when the merger becomes effective.

He was born at Goldsboro on July 24, 1894. Early in his schooling he decided to make law his career, and after graduation from the U. of N. C. with a B.A. in 1914, he went on to Harvard Law School. He is a member of Delta Kappa Epsilon and of the honorary Phi Beta Kappa. From 1915 to 1917 he held the highest student position of the Harvard Law School, that of editor of the *Harvard Law Review*.

Though athletic in his school days, he was not the well-built 6'5" he is today. "When I graduated from college I weighed 120 pounds less than I do today," he laughs. Height runs in the family. His son, Kenneth Jr., is 6'3½".

Upon graduation he entered Officers Training Camp at Fort Oglethorpe, Ga., and was commissioned a second lieutenant in the Field Artillery Reserve on Aug. 15, 1917. Assigned to the 317th Field Artillery at Camp Jackson, S. C., he was promoted to first lieutenant in January 1918.

After attending the Field Artillery School at Fort Sill, Okla., for a few months, he returned to the 317th Field Artillery, and in 1918 sailed for France with that outfit. He saw action in France before coming back to the U. S., where he was discharged from the Army in 1919.

Kenneth Royall picked up his law career where it had been interrupted by his war service, was the traditional hard-working young lawyer until 1937 when he became head of the

(*Continued on page 48*)

# on our 20th anniversary (July 11, 1947)

A FORT INDUSTRY STATION
20th

we are thankful for the consideration
which has been shown us by:

1 **Our listeners (our public)**
2 **Our advertisers (God bless 'em)**
3 **Our own staff (they've been swell)**

We look forward to another 20 years based upon our concept of radio and television operation—which is to develop the facilities allotted us by the Federal Communications Commission to the utmost in the public interest.

Geo. B. Storer
*President*

J. H. Ryan
*Vice President*

Lee B. Wailes
*General Manager*

Ralph G. Elvin *Managing Director*
WJBK, Detroit, Mich.

E. Y. Flanigan *Managing Director*
WSPD, Toledo, Ohio

J. Robert Kerns *Managing Director*
WLOK, Lima, Ohio

*Managing Director*
WWVA, Wheeling, W. Va.

Allen Haid *Managing Director*
WMMN, Fairmont, W. Va.

James E. Bailey *Managing Director*
WAGA, Atlanta, Ga.

*Managing Director*
WGBS, Miami, Fla.

A FORT INDUSTRY STATION

*"You can bank on a Fort Industry station."*

**THE FORT INDUSTRY COMPANY**
**506 New Center Building • Detroit, Mich.**

## Respects

*(Continued from page 46)*

legal firm of Royall, Gosney and Smith at Raleigh and Goldsboro.

During his climb up the legal ladder he entered politics. In 1927 Mr. Royall was elected to the North Carolina State Senate and served as chairman of the Banking Committee.

Then in June 1942 he was commissioned a colonel (temporary) in the Army, and was named chief of the legal section, fiscal division, of what was then called Services of Supply, later called Army Service Forces. A year later President Roosevelt appointed him to serve as a member of the defense counsel for eight accused German saboteurs being tried before a U. S. military commission.

Shortly after resuming his duties with the Services of Supply he was named deputy fiscal director, ASF. In November of 1943 Mr. Royall was promoted to brigadier general. And in April 1945 he became special assistant to the Secretary of War.

For his work with ASF and with the Secretary, the War Dept. awarded him the Distinguished Service Medal for "highly valuable assistance in organizing the office of the Fiscal Director and field installations furnishing fiscal assistance to the Army as well as in the formulation and execution of basic policies and operational procedures." He was also highly cited for his aid to the Secretary of War in carrying out his liaison duties of that position. "In all his important assignments," the citation continues, "General Royall discharged his responsibilities with great effectiveness, acting in the best traditions of the military service and bringing great credit to himself and the United States Army."

He took the oath of office as Undersecretary of War on Nov. 9, 1945, a little over three years from the time he reentered the Army as a colonel.

Secretary Royall is a member of the North Carolina Bar Assn., the American Bar Assn., and the American Law Institute. He was president of the North Carolina Bar Assn., 1929-30. He is also past president of the Goldsboro Rotary Club, past president of Goldsboro Chamber of Commerce, past president of Wayne County Fair Assn., past commander of the Wayne Post of the American Legion.

Though amazingly young looking, the Secretary and Mrs. Royall are grandparents. Kenneth Jr., a former Marine captain, has one child, and the Royalls' daughter, Mrs. James Davis, has two.

Golf is his main source of relaxation—when the three grandchildren aren't around. The Royalls make their home in Washington's Georgetown.

FIRST PIECE of WHAM Rochester's 25th anniversary birthday cake is served by station's general manager, William (Bill) Fay, to Mrs. Mary Freeman. Mrs. Freeman has been with the station during its quarter century of broadcasting.

## NAB PREPARES TALKS FOR MEMBER STATIONS

IN RESPONSE to many requests, NAB's Department of Broadcast Advertising is preparing a series of speeches on advertising and radio for delivery by station personnel before various types of audiences.

Prepared by Hugh M. P. Higgins, assistant director of broadcast advertising in charge of sales promotion, the speeches will fall into three main categories: (1) For delivery to general audiences. (2) to ad clubs. (3) to radio groups.

The first speech in the series was completed last week and is now being mailed to NAB members. It is suitable for such groups as schools, PTAs, Kiwanis or Rotary luncheons, etc. In addition, members can still obtain material with which to compose a speech for any special occasion by writing to the broadcast advertising department of NAB.

NAB feels that this new service will not only help members in fulfilling their commitments, but will enable them to accept more invitations to speak and explain radio to the public.

## FOR WOMEN OVER 40
### Mrs. Sarnoff, Betty Crocker Guest, Says 'Keep Busy'

MRS. DAVID SARNOFF, wife of the president and chairman of the board of RCA, was a guest of Betty Crocker on her ABC program on July 21 and answered a *Life* article titled "American Women's Dilemma" [BROADCASTING, July 21].

Discussing the problem of what a woman over 40 can do to make her life and the lives of those around her interesting and better, Mrs. Sarnoff said: "A woman has no dilemma if she really and sincerely wants to do something. When I found myself with sufficient leisure I joined several philanthropic organizations. Soon I was on the board of a number of institutions rendering public service. As you know, there is a great shortage of nurses and a great need for volunteers. Here is a field of activity I highly recommend to women who wish to render a useful service to their community."

## COMMERCIAL

**K. O. McGLONE**, former sales representative for R. J. Reynolds Tobacco Co., has joined WCSI-FM Columbus, Ind., as commercial manager.

**HARVEY R. YOUNG Jr.**, who has been with sales department of WHIO Dayton, Ohio since station opened in 1935, has been named commercial manager. Before joining WHIO he was advertising salesman on Indianapolis News and Ohio State Journal, Columbus.

Mr. Young

**DOROTHY MICHEL** traffic manager of KFWB Hollywood, and Richard Cooke plan to be married today (July 28).

**GILMAN NICOLL & RUTHMAN**, New York, publishers representative, has entered radio representation business and is currently representing **KNEW** Spokane, **WBRY** Waterbury, Conn., and **KVNI** Coeur d' Alene, Idaho.

**DON LEE BROADCASTING** System, Hollywood, has released Rate Card 16, effective Aug. 1. New rate card announces 2% cash discount on net rates if paid on or before 15th day of month following broadcast service.

**LEONA BRANDES**, former timebuyer of Tom Westwood Adv., Los Angeles, has joined Forjoe Co., station representatives in that city, as assistant to **LARRY KRASNER**, manager.

**SUNNY CLAIBORNE**, former director-producer of Empire Producing Co., Kansas City, has joined sales staff of KOY Phoenix.

**JOHN BLAIR & Co.** has been appointed national representative for Aloha Network of Hawaii effective Aug. 1. Network is made up of four stations: KHON Honolulu, key station of which **WEBLEY EDWARDS** is station manager and which increases power from 250 to 5000 w in August; KMVI Wailuku, Maui; KTOH Lihue, Kauai, and KIPA Hilo (which is scheduled to begin operation in August.) Stations in Aloha group are affiliated with MBS and Don Lee Broadcasting System.

**LUCILLE SAUNDERS**, traffic manager of WPLH Huntington, W. Va., and Paul Theen were married July 12.

## CBS Documentary

CBS is cancelling two half-hour commercial shows reportedly with more than $20,000 to present documentary titled *We Went Back*, on Aug. 14. Cancelled shows are *Readers Digest Radio Edition* and *Man Called X*, which will relinquish their time from 10 to 11 p.m. Aug. 14 for the full hour documentary broadcast.

RADIO STATION

WDNC

DURHAM, NORTH CAROLINA

*Take Pleasure in Announcing*
*The Appointment of*

PAUL H. RAYMER CO., INC.

AS THEIR

National Representatives

*Effective Immediately, When You Want Details*
*On The Rich Durham Market, Call*
*A Raymer Man In.*

NEW YORK - CHICAGO - LOS ANGELES
DETROIT - SAN FRANCISCO - ATLANTA - BOSTON

WDNC Goes 5000 Watts on 620 kc About October 1st

Excess Insurance
Covering

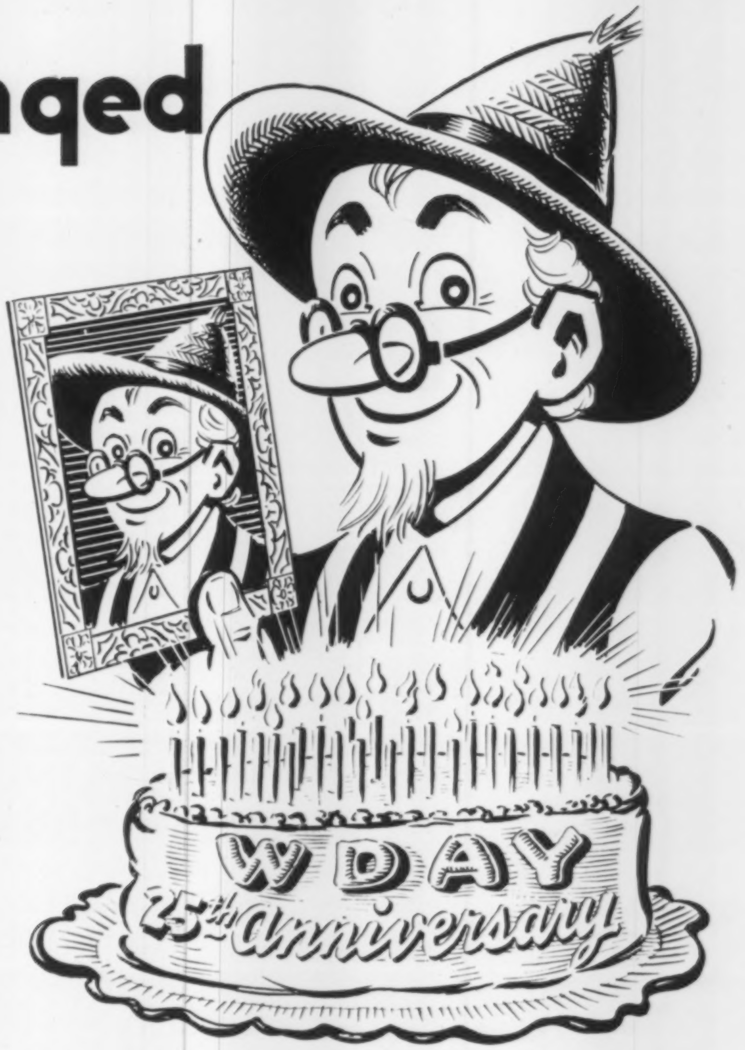
LIBEL and
SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS
REINSURANCE
CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

# Haven't changed a bit in 25 YEARS!



The same things that first made WDAY *a family friend* in the Red River Valley, 25 years ago, are still working effectively in 1947.

"The best of NBC, plus *heads-up* local programming with especial emphasis on news and farm service."

That's a formula that's *bound* to work in a market like this, if a station's management knows what it's doing. We *do* know. Want actual proof?

**FARGO, N. D.** NBC . . 970 KILOCYCLES . . 5000 WATTS

**FREE & PETERS, INC.**
**Exclusive National Representatives**

# TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

**UNITED ARTIST RECORDS,** Hollywood, has been formed by **JOHN CLEIN** as cooperative sales distribution firm for smaller record companies. Firms already participating include Urban, Rhapsody, Excelsior, Minor, Hit, and Hucksters. All records will bear UA label with secondary listening of individual firm.

**FREDERIC W. ZIV Co.,** Cincinnati, announces that two of its account executives will open headquarters in Texas. **E. L. COLBOURN** will go to Houston and will cover southern and eastern Texas. **WILLIAM SHOEMAKER** will locate in Dallas, covering northern portion of Texas and Oklahoma.

**ARCH OBOLER,** writer, has been signed by Decca Records to write and direct three albums of dramatic recordings. First will star Bette Davis in Oboler's original drama "This Lonely Heart."

**TOWERS OF LONDON LTD.,** international transcription company, has signed Gracie Fields to 13 week half-hour series following Noel Coward transcription deal.

**ANNIE LOCKETT,** of Transcription Sales Inc., Springfield, Ohio, July 18 was decorated by Netherlands Government with the Silver Medal of Gratitude for her services during and after the war in handling communications to enemy and enemy-occupied countries for American National Red Cross.

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**MARKING** silver anniversary year, KOY Phoenix, has imprinted all of its stationery with blue and silver shield. Used top-right on all letter-heads, it is embossed in two levels.

EASTERN VISIT of Howard Duff (l), who plays title role in CBS' *Adventures of Sam Spade,* was occasion for a party. Co-host at party was BBDO, whose vice president in charge of radio is Arthur Pryor Jr. (center). At right is J. Ward Maurer, advertising director of Wildroot Co., sponsor.

## GF Quarterly Report

GENERAL Foods Corp., New York, reported last week that sales in the second quarter of 1947 were $89,331,000 compared with $71,736,000 in the second quarter, 1946. Net earnings after taxes and all charges in the second quarter of 1947 were $1,690,000.

POINTING the WAY
to GREATER
PROFITS
in the
RICHMOND
MARKET

WRNL

5 KW • 910 KC
RICHMOND, VIRGINIA

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

# PRODUCTION

**TOM DONLIN,** formerly with NBC New York, WCAX Burlington, Vt., and WHYN Holyoke, Mass., has joined WKOB North Adams, Mass., as program manager. WKOB expects to begin operation Aug. 1 on 860 kc with 250 w.

**ROBERT LIVINGSTON,** former announcer-engineer at WPAY Portsmouth, has joined WCSI-FM Columbus, Ind., in same capacity.

**DONALD MILLER** has been named director of market research at WLW Cincinnati.

**DEAN MONTGOMERY,** formerly with KOTA Rapid City, S. D., and **JIM BURT,** formerly with KSIB Creston, Iowa, have joined announcing staff of KELO Sioux Falls. **SALLIE NISSEN** has joined KELO production department and **ESTER KLEMENT** has replaced **DICK HARRIS** in continuity department. Mr. Harris has transferred to local sales position.

**WANDA MONTZ,** former assistant Sunday editor of Portland Oregonian, has been appointed to newly created post of director of continuity for KFJB Marshalltown, Iowa.

**SHIRLEY WALL,** continuity clearance clerk, has joined NBC Central Division, Chicago.

**JIMMY CLAPPS,** formerly of WFBC Greenville, S. C., has joined announcing staff of WPTF Raleigh, N. C.

**FRANK HOLLOWAY** has joined KWKH Shreveport, La., announcing staff and will handle disc shows for **DON CORDWAY,** who has been recalled by the Army for 45 days.

**CURTIS BUTLER** has joined announcing staff of KULA Honolulu, Hawaii.

**DON QUINN,** writer of "Fibber McGee and Molly," CBS program, has written a book about the McGees, scheduled for fall publication by Simon and Shuster.

**TOM HARMON,** former All-American football player, has been signed to do weekly one minute football spot on "Jimmy Durante Show" (Rexall) during course of season.

**LEONARD REEG,** ABC Hollywood producer, is recuperating from appendicitis operation.

**WENDELL WILLIAMS,** former manager of NBC Hollywood package sales and assistant program manager, is in Topeka, Kan., recuperating from a mastoid operation.

**RAY PERKINS,** record m.c. on KFEL Denver, July 22 appeared as guest star with the Denver Symphony orchestra at its weekly "Pop Concert."

**DAVE TYSON,** formerly with WWSW Pittsburgh, Sept. 8 joins WCAE that city, as record m.c. handling early morning feature, "Wake Up."

**EB YOUNG,** formerly with WLAP Lexington, Ky., has joined announcing staff of WFMJ Youngstown, Ohio, replacing **JAY MILTNER,** who moves to WTAM Cleveland. **JACK MORGAN,** formerly with WTAM, also has joined announcing staff of WFMJ while completing his studies at Youngstown College.

**AGNES KRAMER,** formerly with WIBC Indianapolis, has joined WWL New Orleans, in continuity department.

**ROBERT C. VAN CAMP,** formerly with WGBI Scranton, Pa., WDNC Durham, N. C., WSTP Salisbury, and WSJS Winston-Salem, has joined announcing staff of WSB Atlanta, Ga.

**GARNET R. GARRISON,** member of NBC Production Division five years, will become lecturer in radio at Michigan U. in September.

**BURR LEE,** Chicago radio producer and actor, has joined ABC Central Division as a production director.

**FRED BARR,** program director of WWRL New York, and that station, received special citation from First Army Recruiting Service for "the patriotic cooperation of Fred Barr, who has given generously of time and effort to publicize the recruiting campaign and for sponsoring recruiting advertising in the L. I. Star-Journal, thus materially aiding the Army Recruiting Service in building the new regular U. S. Army."

**ALAN BEAUMONT,** former public relations director and announcer for WIBA Madison, Wis., has been appointed program director of KWGS, new FM station at U. of Tulsa, Okla.

**FRANCES FARMER WILDER,** CBS New York consultant on daytime programs, is in Hollywood for three weeks.

**GORDON BURKE,** formerly of KHJ Hollywood, has joined KLAC that city, as relief announcer.

**STANLEY DAVIS, BUD PIERSON, ELON PACKARD** and **LES WHITE,** have been signed as writing team on the new CBS "Jimmy Durante Show," resuming in fall. **ARTHUR TREACHER** has been signed as Durante's foil on the program.

**TOM LIVEZEY,** formerly of KYW and WIP Philadelphia, will join WFMZ, new veteran-owned FM station in Allentown, Pa., as chief announcer.

**WILLIAM A. RICHARDS** has joined general service staff of KYW Philadelphia.

**LEROY MILLER,** record m.c. at WFIL Philadelphia, is the father of a girl, Lois Anne.

**ROBERT F. SKEETZ,** former student at Butler U., Indianapolis, has joined continuity staff of WOWO Fort Wayne, Ind.

**ROY MEREDITH,** production manager of WPEN Philadelphia, and author of "Mr. Lincoln's Cameraman, Mathew B. Brady," has new book listed for October publication titled "The Face of Robert E. Lee."

**BILL McCORD,** formerly with WLW Cincinnati, before the war, and recently returned to that station as part-time announcer, is now a fulltime WLW announcer.

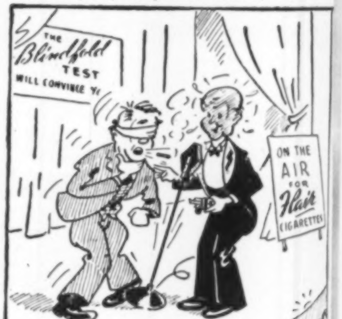
**HARRY FEENY Sr.** father of **HARRY FEENY Jr.** of the CBS press information department, has been signed as a regular participant on "Racket Busters Round-Table," A WHN New York production. The elder Mr. Feeny is a veteran police reporter for the New York World-Telegram.

**GEORGE BRYAN,** announcer on CBS "Arthur Godfrey's Talent Scouts" program is the father of a girl, Barbara Anne, born June 28.

**DUDLEY MANLOVE,** staff announcer of NBC San Francisco, and **PATRICIA PRICHARD,** of NBC San Francisco singing and dramatic staff, have announced their marriage.

**RALPH JONES,** formerly with WALB Albany, Ga., has joined announcing staff of WMBG Richmond, Va.

**DINA CARISON,** former WAC captain and ATC radio officer and freelancer, has been named program director of WNDS (FM) Daytona Beach, Fla.



THE Blindfold TEST WILL CONVINCE YOU
ON THE AIR FOR Flair CIGARETTES
BBBrehmer

*"Come now, Mr. Bosley, WFDF Flint and the agency feel you must like the aroma, or taste, or something."*

# *Listen and judge for yourself*

### *The* Phil Silvers *show*

**Wednesdays at 10:00 pm EDT**

The popular stage and screen comedian portrays a newspaperman who is always in hot water. ABC's newest entry in the comedian sweepstakes.

### *The* EDDIE ALBERT *show*

**Wednesdays at 9:30 pm EDT**

The brilliant young Hollywood star plays the leading role in a delightful situation comedy. (Another *Willie Piper?* We wouldn't be surprised!)

### CHALLENGE *of the* YUKON

**Saturdays at 7:30 pm EDT**

All the adventure and thrills of Alaska's Gold Rush days! Sgt. Preston of the Northwest Mounted Police and his Eskimo dog "King" help bring justice to the Northern Wilderness. Produced by the same group who have made *The Lone Ranger* so successful.

### Mr. President

*Starring* **EDWARD ARNOLD**

**Thursdays at 9:30 pm EDT**

This unusual dramatic series, starring Edward Arnold, is based on interesting, but almost unknown, behind-the-scenes incidents that have happened in the White House. Fascinating, enlightening (and non-political) dramas.

### Candid Microphone

**Sundays at 7:00 pm EDT**

A new, daring, startlingly different technique! A concealed mike listens in on people in all walks of life: honest, unrehearsed reactions and intimate conversations. Unusual entertainment!

## One of these New ABC programs may land in Mr. Hooper's "First Fifteen"

ABC's Program Department holds an enviable record for developing and SELLING radio programs.

During the 1946-47 season, for example, ABC produced and sold "The Willie Piper Show"..."The Henry Morgan Show"..."Dashiell Hammett's Fat Man"..."The Paul Whiteman Club"...just to mention a few. One of the reasons for this success is that ABC sensed the need for relatively low-budgeted shows that had plenty of popular appeal.

The programs listed in this advertisement have just started their careers on ABC. If past experience is any criterion, we can hope that at least four of them will be sponsored by fall. We suggest that in your own interest you listen to these shows at the earliest possible moment. One of these programs could become your best salesman.

ABC

American Broadcasting Company

A NETWORK OF 250 RADIO STATIONS SERVING AMERICA

**CODY PFANSTIEHL,** formerly with WFBC Greenville, S. C., has joined WTOP Washington, as director of press information. He succeeds **CARL GEBUHR,** who has moved to sales department. Mr. Pfanstiehl comes to WTOP from publicity staff of Warner Brothers Theatres in Washington.

**GRAEME ZIMMER,** formerly with WPAY Portsmouth, has joined WCSI-FM Columbus, Ind., as promotion director and record m.c. During the war Mr. Zimmer served as program director for OWI at KZRM Manila, returning to New York as freelance record m.c. before going to WPAY.

**TOM EARING,** former production chief, Field, Casey & Rosen Inc., New Brunswick, N. J., joins sales promotion staff, WCTC that city.

**EARL HAMNER,** winner of one of the $500 Dr. Christian awards this spring, and a student at Cincinnati College of Music, has joined guest relations department of WLW Cincinnati.

**IRENE KRIEG** has resigned from public relations staff of Westinghouse Radio Stations Inc., to join her husband in Santa Anna, Brazil.

**CATHERINE WALSH,** of the CBS press information department, has announced her engagement to George Muldowney, Acme Press news photographer.

**WALTER R. BISHOP,** director of public relations at WRVA Richmond, Va., has been appointed chairman of "Freedom of Speech Night" for the Common Glory Pagent by Virginia's Governor William M. Tuck. Governor designated July 29 as "Freedom of Speech Night."

# PROMOTION

### AAF Anniversary

AIR FORCE DAY on Aug. 1, the 40th anniversary of the Army Air Forces, will be observed with an all-out radio promotion campaign handled by AAF Public Information Div. radio section. Posters plugging "Flight Into the Past" show, heard on MBS since last December, are being sent to MBS stations for use on Air Force Day, and special series of 15-minute programs titled "This Is Your Air Force" has been mailed to 1,000 selected stations in U. S., Alaska, Hawaii, and Puerto Rico, with promotion package including news releases, spot announcements and pictures for local newspapers. AAF public information officers will provide individual stations with information about local Air Force Day activities. Advertising Council of New York is allocating Air Force Day spot announcements to network programs appearing on three days ending Aug. 1.

### 'Farmer's Radio Station'

HOMER CROY'S latest book "Corn Country" is featured in latest promotion piece prepared by KMA Shenandoah, Iowa. Mailing piece is headed "KMA Goes Literary" and presents pictures of Mr. Croy and two pictures of "Corn Country." One picture shows cover of book and the other is of the book opened to chapter 27 which is titled "A Visit to a Farmer's Radio Station," devoted to KMA. Promotion piece emphasizes that two chapters of the book are devoted to KMA. Back sheet of the mailing piece contains reprint of review of "Corn Country" which appeared in June 23 issue of BROADCASTING, and a biographical sketch of Mr. Croy.

### WCMW Seals

STAMP-SIZED seals have been prepared by WCMW Canton, Ohio, for use on all outgoing mail from the station and C. O. Finefrock Co., sponsor of "Symphony of Melody" program on that station. Small, green sticker urges recepient to tune to WCMW for the program. An average of 1,500 seals are used per month and in addition, poster tie-ins with "Symphony of Melody" are placed throughout sponsor's store.

### Promoting Move

IN ADVANCE of WREN move from Lawrence to Topeka, Kan. [BROADCASTING, July 14], station is paving the way in Topeka with series of promotions. Deadline for transmitter to begin operation from Topeka location is on or about October 1, and WREN's promotion is keyed to "Listen for . . . WREN Topeka." Billboards are being used in Topeka, with film trailers in theatres. Progress reports on new construction are issued periodically in newspaper displays, and "WREN News," station's weekly listener publication, is receiving extensive distribution through Topeka merchants.

### Wooden Nickels

SESQUICENTENNIAL celebration of Steubenville, Ohio, has been promoted by issuing several thousand souvenir wooden nickels that are "worth their weight in nickel." WSTV Steubenville broadcast the many events of the celebration and is distributing souvenir nickels to the trade. Souvenir is calling-card size and made of thin board. Baron von Steuben's picture appears on the face of souvenir which is worth two wooden nickels. Reverse side states that it is exchangeable in trade in any local store, and is redeemable for face value in U. S. coin until 2:30 p.m. July 7. Letter accompanying wooden nickels distributed by WSTV states: "Remember—you'll never go broke as long as you keep this wooden nickel—or you use WSTV."

### Dedicates Record Room

TO CENTER attraction on its standing as the disc jockey station in Los Angeles area, KFWB Hollywood recently did special dedicatory ceremony on its expanded record room. As host to names in musical world, station had top artists bring their latest records which were autographed and set in cornerstone. As additional promotion, station aired special program.

### Larkin Brochure

PROMOTION PACKAGE service offered by Mark Larkin, New York publication relations counsellor, is promoted by a brochure issued by Mr. Larkin, who selected its color (blue) by polling 127 advertising agency executives, taking the majority choice. Cover is die-cut to give the illusion of a neatly-wrapped package. Brochure consists chiefly of tributes to Mr. Larkin's ability, coming from such well known individuals as Alfred J. McCosker, former MBS board chairman; John H. Perry, publisher-broadcaster; Carl Haverlin, BMI president; Hugh Baillie, UP head, etc.

### KTSA Mailing Pieces

CAPITALIZING on its call letters, KTSA San Antonio, Tex., has prepared two new promotion pieces for distribution to timebuyers. Penny-post card with picture of Chinese man in upper left-hand corner carries heading "Konfucius Tells Smart Advertisers . . . 'He who buys ratings must look also at the rate.'" Brochure featuring "The Old Trader" program with Perry Kallison features banner, "Kallison's Trading Post—Smart Advertising!" Background on program and rate data are included in brochure and on insert sheet marked "Note to Time Buyers."

### 'Man-of-the-Month'

TO PUSH circulation of "Keynotes," monthly publication of WKRC Cincinnati, which is distributed through 2,200 retail drug and grocery stores, station has started a "Man-of-the-Month" contest. Readers are urged to vote for their favorite grocer or druggist to be named the man-of-the-month. Person receiving the most votes will be subject of feature story in following month's issue of "Keynotes" and will be honored in broadcast over WKRC. The election is to be a regular monthly feature of "Keynotes."

### 'Doctor's Orders'

ANSWERING requests of listeners, Blanding & Blanding Inc., Providence, R. I. (druggists), sponsor of "Doctor's Orders" and "For People Only" programs on WEAN Providence, has compiled a book of copies of all doctor's interviews for past year heard on "Doctor's Orders." Booklet, containing over a hundred pages, was offered at no charge to listeners of "For People Only." Offer was made only once with the statement that only 12 copies were available at that time. All copies were gone within two hours after broadcast and company is now distributing the book to its drug suppliers. Introduction to book urges listeners to assemble their own collection of future interviews as they become available week by week. Agency for Blanding is Radio Productions, Providence.

### Cooperation

CROSS-PLUGGING arrangement was worked out between WCCO, KSTP and WTCN, all of Minneapolis, to publicize programs to be presented by each station in connection with annual Minneapolis Aquatennial held week of July 18. First of the attractions presented was WCCO's "Stairway to Stardom" program, originating from stage of Minneapolis Auditorium, Friday, July 18, with Cedric Adams as m.c. KSTP's "Fun For Your Money" with Randy Merrimam as m.c. was aired from the auditorium Mon.-Fri. and "Bride and Groom" heard over WTCN on Friday featured the event. Mr. Adams of WCCO plugged KSTP and WTCN shows as well as his own, with same procedure followed by Cliff Ryan of WTCN and Mr. Merriman of KSTP.

### Farm Safety Contest

IDEAS FOR saving lives or preventing injuries on the farm or in the farm home were solicited from listeners by WTIC Hartford, in a contest titled "Farm Safety Idea." Contest ended July 15 and station reports 721 entries received. Subjects chosen by listeners ranged over whole inventory of farm and home accident hazards, including farm machinery, livestock, fire, unguarded cellar stairs, firearms and electrical short circuits. The 18 winners were announced during Farm Safety Week, July 21-26, on "Farmers Digest" program on WTIC. Each winner received a table model radio receiving set.

### Ad Fried Brochure

BRIGHTLY colored brochure titled "10 Reasons Why This Agency Works for You" has been prepared by Ad Fried Adv., Oakland, and is being distributed to 10,000 industries and businesses in Oakland and San Francisco Bay Area. This is first in new campaign to familiarize prospective clients with policies of agency. Center spread, done in black and green, lists 10 services and policies of the agency and is headed ". . . Why 45 Bay Area Businesses Use and Continue to Use the Ad Fried Advertising Agency."

### WWVA Album

PICTORIAL brochure has been prepared by WWVA Wheeling, W. Va., in commemoration of its 20th anniversary. Cover shows map of northeastern U. S. with phrase "Going Forward with Radio as Presented By WWVA—The Friendly Voice from Wheeling, W. Va." This 36 page brochure contains pictures of local talent behind WWVA shows, as well as pictures of national CBS shows heard over WWVA. Stories and pictures on television, radar, FM, and a technically speaking section are included along with message from W. E. Rine, managing director of WWVA.

for 22 years
.... first
In
★ Advertising
★ Listener Acceptance
★ Public Service
WDOD
CHATTANOOGA, TENN.
CBS
5,000 WATTS
DAY AND NIGHT

PHILADELPHIA'S
NO. 1 Independent
SPORTS!
MUSIC!
NEWS!
10,000 Watts
WIBG
REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

# Capitol's

## TRANSCRIPTION LIBRARY SERVICE

# pays off

FOR STATION

# WBIR

KNOXVILLE, TENN.

How's this for success? Only three months ago **WBIR** logged its first Capitol Transcriptions show. Fifteen minutes a day—"The Jan Garber Show—featuring Peggy Lee."

**WBIR's** staff built the show (using Capitol's programming aids).

**WBIR** sold it (sponsored every day)!

And **WBIR's** proud of it (Hoopers 7.7 to 6.4 against stiffest network competition).

# A pay off

FOR YOU, TOO!

Any station—**your** station—can build **shows that sell,** too. And Capitol's Transcription Library Service gives you every programming help. A basic library of more than 2000 selections. More than 70 freshly cut numbers each month. Themes and dated formats every month for 400 complete shows. PLUS . . . the finest collection of big-name talent ever assembled. A potent combination for new listeners . . . new sponsors!

*The coupon below brings you the complete story—at no expense, of course.*

Sunset and Vine

Capitol

A DIVISION OF CAPITOL RECORDS

TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

**free demonstration transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood, California

Please send me without cost . . .

1. Demonstration Transcription—to show me what makes Capitol's Service *different.*
2. Complete details about the Library Service and its costs.

Name ____________________

Position ____________________

Station ____________________

Street and No. ____________________

City and State ____________________

## AUDIENCE READIED
### KIXL Builds Up Listeners Before Opening

DEVELOPING a listening audience nine months before the station went on the air was the ambitious achievement of KIXL Dallas, which began operations early last month. Owned and managed by Lee Segall, best known for his origination of the *Dr. I. Q.* program, the station is becoming noted for its showmanship.

Some months ago, while the studio and transmitter were under construction, KIXL started a consistent advertising program in local newspapers. Copy was kept informal and newsy to give the prospective listener the feeling that he was progressing step by step with the development of KIXL, "The Voice of Radio Town."

Climax of the campaign came on opening day when a specially perfumed advertisement appeared in the *Dallas Morning News* proclaiming that "The Air Is Sweeter in Dallas! KIXL Is on the Air!"

Emphasizing the 1040 kc position on the dial, the station went on the air at 10:40 a.m. with dedication ceremonies including such participants as Texas Governor Jester, Mayor Temple of Dallas, and Robert Taylor of movie fame, who flew from Hollywood for the event in Dallas.

# AGENCIES

**ADRIAN HEAD**, manager of Toronto office of J. Walter Thompson Co., and vice president of Bureau of Broadcast Measurement, has been moved to New York office of J. Walter Thompson. He is succeeded by **MARK NAPIER**, who becomes vice president and general manager of the Canadian company, and **ROBERT M. CAMPBELL** as vice president and assistant general manager. Mr. Head had been in Canada for 16 years, having joined J. Walter Thompson at Chicago in 1925 and having been in charge of European office before coming to Canada. Mr. Napier has been with European and Montreal offices of agency and in recent years at Toronto, joining company 20 years ago. Mr. Campbell joined agency in 1941, coming from McKim Adv., Toronto.

**NORMAN SICKEL**, freelance radio writer and previously continuity editor of WNEW New York, has joined Jim Ward & Co., Hollywood, as radio director.

**HORACE J. ELIAS**, former radio director of Booth, Vickery & Schwinn, Baltimore, has joined Frank L. Blumberg Agency, that city, as associate and account executive.

**JAMES G. COMINOS**, formerly with BBDO, New York, has been appointed vice president and radio director for LeVally Inc., Chicago. Mr. Cominos will direct mystery show, "The Whistler."

**CLINTON D. CARR**, former vice president and general manager of Van Sant, Dugdale & Co., Baltimore, has joined Justin Funkhouser Adv., that city, as account executive and member of plans board. He will direct contact and service work on industrial accounts.

**J. G. PETRIK**, former account executive with Hanly, Hicks & Montgomery, New York, joins H. B. LeQuatte, New York, on Aug. 4 in the same capacity.

**SMALLEY, LEVITT & SMITH Inc.**, Los Angeles, has been elected to membership in American Assoc. of Adv. Agencies.

**JAMES HAUSMAN**, former group copy chief at Morse International, New York, has joined copy staff of Badger, Browning & Hersey Inc., New York.

**YVONNE McHARG**, formerly in public relations department of E. I. duPont de Nemours, New York, has been named director of fashion publicity for Cecil & Presbrey Inc., New York.

**DOROTHY GABRIEL**, former casting director in television and radio at J. Walter Thompson Co., New York, has joined Biow Co., New York, as secretary-assistant to **LESTER O'KEEFE**, producer-director at agency.

**STEWART GARNER** has been assigned Hollywood producer of Ruthrauff & Ryan on MBS "Jim Backus Show."

**ANN BELSAY**, former executive secretary to CBS New York president has joined Associated Adv. Agency, Los Angeles, as account executive.

**RICHARD C. BRADLEY**, prior to three years Army service, advertising manager of Bauer & Black, Chicago (surgical supplies, Blue Jay products), has joined William Kester & Co., Hollywood agency, as account executive.

**HILLIARD MARKS**, assistant producer of Foote, Cone & Belding, Hollywood, will produce NBC "Jack Benny Show" in fall, replacing **BOB BALLIN**, agency's vice president in charge of Hollywood radio. Mr. Ballin will devote full time to overseeing all West Coast originations.

**TERRY HAYWARD**, formerly on production staff of Young & Rubicam, Hollywood, has joined Wade Adv., Los Angeles, as an assistant producer.

**GEORGE S. LANNAN**, vice president and account executive of Holder Morrow Collier Inc., Chicago, has resigned.

**HOWARD CAIN**, formerly of the sales staff of CKEY Toronto, has joined E. W. Reynolds & Co., Toronto, as radio director of agency.

**ANDRE Adv.**, Los Angeles, has merged with **ERNEST N. GEORGE Co.**, that city. **MARIE ANDRE**, who headed the former agency, has been made vice president of the consolidated firm.

**SAM FULLER**, former Hollywood radio head of Sherman & Marquette, is shifting to New York as member of Young & Rubicam production staff.

**KASTOR, FARRELL, CHESLEY & CLIFFORD**, Hollywood office has been discontinued.

**JIM ANDREWS**, producer of Compton Adv., has been transferred from Hollywood to New York for summer assignment.

**CLANCY TOPP**, formerly in public relations and publicity department at Geyer, Newell & Ganger, New York, has joined J. M. Mathes Inc., New York, in same capacity.

**TED BLISS** has taken over as Young & Rubicam, Hollywood, summer producer of ABC "What's Doin' Ladies."

**GENE FRANKE**, former account executive of Fuller & Smith & Ross, Inc., New York, has resigned to join The McCarty Co., Los Angeles agency, in similar capacity.

**FRED CHASE**, industrial public relations director of Young & Rubicam, Hollywood, has been appointed radio chairman of Opera Guild of Southern California.

**THEODORE A. NEWHOFF Adv.**, Baltimore, has moved to larger quarters at 312-320 Court Sq. Bldg., and has distributed attractive announcements of the move to clients. Announcement presents colored sketch of office interior.

**THOMAS L. McKEE**, formerly with Benton & Bowles, New York, has joined William von Zehle & Co., that city, as traffic manager.

## Paul R. Baugh, Account Executive, BBDO, Dies

PAUL REVERE BAUGH, 52, account executive at BBDO, New York, died on July 19 at the home of friends in Babylon, L. I., N. Y. He resided at the Hotel Winthrop, New York.

Before joining BBDO Mr. Baugh was executive vice president of the Blaker Agency in New York and prior to that was with Fuller & Smith & Ross, Cleveland.

Surviving are his wife, Leita, a daughter, Brenda, and son, Briggs.

## Bennett Agency

INCORPORATION of the Bennett Advertising Agency has been announced by Myron J. Bennett, its president, formerly with KRNT Des Moines and KWK St. Louis. Firm, with offices at 1200 Paramount Bldg., Des Moines, concentrates on radio but also handles newspaper, magazine and billboard advertising. Mr. Bennett also is president and general manager of Radio Station Des Moines Inc., applicant for daytime AM and Class B FM facilities in the Iowa capital.

Mr. Bennett

## Joseph R. Brachen

JOSEPH R. BRACHEN, 54, vice president of Grant Advertising Inc., died at his home in Gross Pointe, Mich., on July 19 after a long illness. Mr. Brachen was born and educated in Philadelphia. He served as an aviator in World War I, and at the close of the war joined the staff of N. W. Ayer & Son Inc. in Philadelphia. He was transferred to Ayer's Detroit office in 1928. Later he joined the Grant agency and became vice president in charge of its Detroit office in 1946. During World War II Mr. Brachen was in charge of technical preparations for the Army and Air Forces manuals.

you're in good company on KMPC*

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry
Oldsmobile
Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC*
710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*People's Choice

WBTM
DANVILLE, VIRGINIA
*The Voice of the Rich Piedmont Region* *
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350

** Last Conlan Survey shows 68.1 percent of listening homes tuned to WBTM in Danville and Schoolfield!*

*American Broadcasting Company*
GEORGE P. HOLLINGBERY CO.
National Representatives

WSAU The Milwaukee Journal Station in Wausau, Wis., Serving North Central Wisconsin, Announces the Appointment of

**Edward Petry & Co.**

as National Representatives.

THE MILWAUKEE JOURNAL STATIONS

WTMJ, WTMJ-FM, WTMJ-TV in Milwaukee. WSAU in Wausau.

BOSTON'S EXCLUSIVE ABC OUTLET

Serving the entire Metropolitan area of 3 million people

A COWLES STATION
Represented nationally by the Katz Agency

WCOP

1150 on your dial

## ALLIED ARTS

**SAM NORRIS** has been elected vice president of Amperex Electronic Corp., Brooklyn, N. Y. He has been with Amperex since 1929 in various sales capacities and is well known for his activities with RMA and National Electrical Mfg. Assn.

Mr. Boyne

**WILLIAM W. BOYNE**, district sales manager of Zenith Radio Corp., has been appointed general manager of Zenith Radio Distributing Corp., Chicago, a wholly-owned sales subsidiary of Zenith Radio Corp., distributing company's products in Chicago and 31 northern Illinois counties. Mr. Boyd joined Zenith in 1943 and previously was with Atwater Kent, Crosley, and Nash-Kelvinator in various sales capacities. Zenith Radio Distributing Corp. has purchased the two-story building at 912-22 Washington Blvd., Chicago, to provide space for improved service to radio dealers and for expansion of its M-G-M record distribution.

**A. E. KESSLER**, formerly in charge of public relations for Viewtone Television & Radio Corp., has joined United States Television Mfg. Corp., New York, in same position. Veteran of 19 years in newspaper and public relation's work, Mr. Kessler during the war served as public relations officer of Antiaircraft Artillery School and as information officer in the CBI theatre.

**AVCO MFG. Corp.**, of which Crosley Corp. is a manufacturing division, last week announced that its consolidated net income for the six months ended May 31, 1947 was $3,175,339, after all charges including federal taxes.

**ALBERT R. HODGES**, senior member of Institute of Radio Engineers, and formerly member of patent department of Sperry Gyroscope Co., Great Neck, N. Y., has joined Stromberg-Carlson patent department and will handle patent prosecution and related matters in the radio electronics field.

**GEORGE C. ISHAM**, manager of distributor sales in northeast division for Sylvania Electric Products, has also been appointed head of distributor tube sales in metropolitan division covering Eastern New York, New Jersey and Eastern Pennsylvania.

**MAX WYLIE**, formerly with Young & Rubicam, New York, as program supervisor of daytime shows, has been named editor, chief writer of "The Timid Soul" based on Casper Milquetoast character created by H. T. Casper and packaged by Program Productions, New York.

**JERRY FAIRBANKS PRODUCTIONS**, Hollywood, has signed John Howard and Anne Gwynne to co-star in firm's first video film. Series will follow, featuring pair in stories written, directed and photographed specifically for television.

Mr. Sloan

**TODD SLOAN**, assistant manager of Westinghouse Manufacturing Co. radio manufacturing operations in Baltimore, last week was appointed manager of the Sunbury plant, engaged mainly in production of radio receivers. Appointment was made by **WALTER C. EVANS**, Westinghouse vice president in charge of broadcasting and radio operations.

**HARRY PRUYN**, formerly of KZRH Manila, and **GARY KRIEDT**, formerly of KZRH and KFRC San Francisco, and currently assistant manager of San Francisco Convention and Tourist Bureau have started new weekly radio publication in San Francisco. Periodical, in half tabloid size, is titled "The Guide" and features radio log of the week, best bets, news and sports sections, as well as breezy news items and features on radio personalities.

## TECHNICAL

**BUD KORDALEWSKI**, formerly with WHYN Holyoke, Mass., for five years, has joined WKOB North Adams, Mass., as chief engineer. WKOB expects to begin operation Aug. 1 on 860 kc with 250 w.

**STEPHEN GASPAROVITCH**, former night transmitter engineer at WJBK Detroit, Mich., is now chief engineer of WDEC Americus, Ga.

**JOHN J. McMORROW**, control room operator at WCOP Boston, is the father of a boy.

**WALLACE T. AMES**, graduate electrical engineer from Michigan Tech., has joined engineering staff of Nathan Williams Consulting Engineer, Oshkosh, Wis.

**P. DEAN REED** has been named chief studio technician of KULA Honolulu, Hawaii.

**HERMAN MICHAEL**, CBS Hollywood engineer, is the father of a boy.

**RADIO RECEPTOR Co.**, Selectron Div., New York, has announced a new 8-page bulletin on subject of selenium rectifiers for direct current requirements. Included are illustrations of rectifiers covering range of voltage and currents.

## Theatre Television Is Still Far From Reality—MPRC

DESPITE progress of home television, considerable technical development is ahead before theatre video becomes a reality, the Motion Picture Research Council Inc. concludes in a formal study recently released.

Composed of 11 key members of major motion picture producing organizations, the Council bases report on findings of its television committee. Among other conclusions are: (1) Video film production is limited and that which is available is characterized as "not very satisfactory"; color television is regarded as "reasonably satisfactory" for theatre telecasts but only when transmission is made by coaxial cable; (3) large screen, black-and-white images are inferior to poor newsreel images; (4) development of theatre video equipment is considered further off than year or two currently estimated by equipment manufacturers.

### Fairbanks Answers

DESPITE findings of Motion Picture Council which labeled video film as "not very satisfactory" (see story above), Jerry Fairbanks, Hollywood television film producer, contends that present availabilities are comparable to theatrical pictures. Pointing out that video film will be backbone of the medium, Mr. Fairbanks said that theatrical film does prove unsatisfactory in television. Video film produced especially for use in medium, keeps in mind the transmission problems, he said. "It is regrettable that television in the past has used 16 mm. movies made by nonprofessionals and with amateur equipment," Mr. Fairbanks reported.

NBC
WCOA
the Pensacola Power-House!
5000

**WCOA** has come of age! 21 years old this year . . . and still growing! In fact, its 21 years of healthy growth will be crowned with 5000 Watts only a few days from now. That means, of course, a new and greater audience than ever in the rich Pensacola market . . . and happy days for advertisers as well as WCOA!

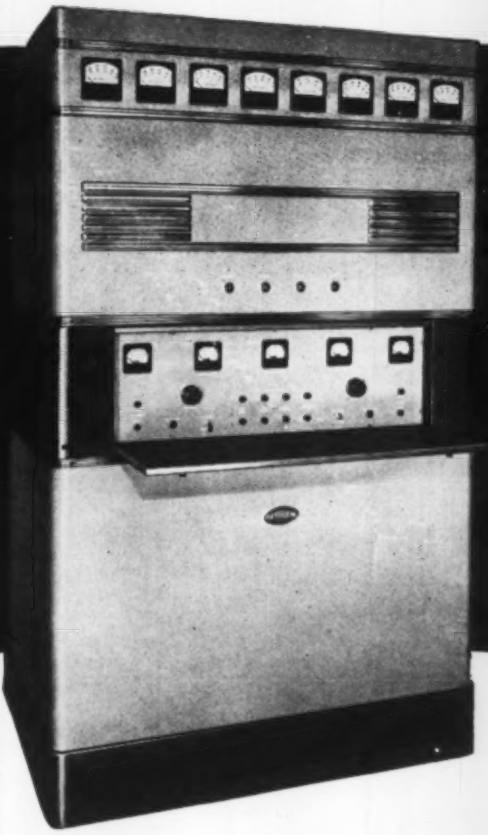
National Representatives, JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

NOW 5000 WATTS

SWEET MUSIC IN DOUBLE TIME

KTFI
TWIN FALLS · IDAHO
WEED & CO., *Representatives*

# IF IT'S 1000 WATTS YOU WANT



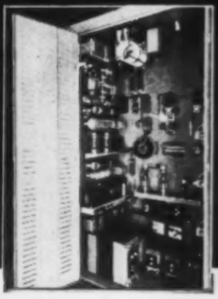
### ... STUDY THIS NEW, ADVANCED

# RAYTHEON AM TRANSMITTER

***"It's a beauty,"*** **says the visitor . . .**

***"It's a star performer,"*** **says the station engineer . . .**

***"It's an excellent investment,"*** **says the station-owner.**



### HERE'S WHAT RAYTHEON OFFERS

**Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.**

1. **Simplified, More Efficient Circuits**—A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.
2. **Greater Dependability**—Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.
3. **High Fidelity Signal**—Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.
4. **Push-Pull Final Amplifier**—A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.
5. **Easy to Operate**—Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.
6. **Fast, Accurate Tuning**—All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.
7. **Easy to Service**—Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.
8. **Easily Meets All F.C.C. Requirements**—Flat frequency response from 30 to 10,000 cycles per second. Noise level —60 db below 100% modulation. Less than 2½% RMS for 95% modulation.

AGAIN RAYTHEON presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations . . . and at surprisingly low cost.

It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important *dependability* that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before *you* decide on a transmitter, write or wire for our fully illustrated specification bulletin. *Prompt deliveries can be made.*

RAYTHEON

*Excellence in Electronics*

**RAYTHEON MANUFACTURING COMPANY**

*COMMERCIAL PRODUCTS DIVISION, WALTHAM 54, MASSACHUSETTS*

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS **WDSU** ABC Affiliate
1280 kc 5000 Watts

# News

**JAY ROSENBURG**, former UP night bureau manager in Salt Lake City, has joined newsroom of KGO San Francisco, replacing **JIM MOSER** who resigned to become assistant program manager of KFBK Sacramento.

**MAX FALKENSTIEN**, play-by-play sportscaster at WREN Lawrence, Kan., has returned to station after more than three months of absence while convalescing from pneumonia.

**PAUL MANASSEH** has joined KWKH Shreveport, La., as news editor.

**GEORGE MOORAD**, commentator of KGW Portland and author of "Behind The Iron Curtain," has contracted for publication of his best-seller in Great Britain. Movie rights have been purchased by Twentieth-Century Fox Studios.

**PATRICIA HOLDEN**, recent graduate of Washington State College school of agriculture, has joined KGW Portland, as assistant to **WALLACE L. KADDERLY**, farm program director.

**CHARLES BLOCK**, former assistant coach at Holy Cross College, New Orleans, has joined WWL New Orleans, as reporter for "Sport Stars" program. He succeeds **TOM HOLBROOK**, who resigned to join Pitluck Adv., San Antonio, Tex.

**MARCEL OUIMET**, war correspondent for Canadian Broadcasting Corp., has been named director of CBC French network, with headquarters at Montreal. Since returning from his war service he has covered the United Nations Security Council meetings and Paris Peace Conference for CBC French network.

### Recorded News

WIRE recordings made on-the-spot while covering local news happenings are being worked into the next scheduled newscast on KLZ Denver. Sheldon Peterson, KLZ director of news and special events, developed the plan, which gives a clearer meaning to local news. Recent examples of stories covered in this manner are reaction of Denver tenants to rent legislation and the $60,000 fire in an auto paint and body shop. Station reports favorable comments from listeners following each such airing.

**DAVE ATCHISON**, former editor of "Veterans" magazine and also former wartime combat correspondent with 8th Army in Pacific, has joined press department of NBC Central Division as a staff writer.

**PAT HAYES**, sportscaster of KIRO Seattle, is the father of a boy.

**K. LOUIS FLATTEAU**, foreign affairs correspondent of Los Angeles News, has been signed to do five weekly 15-minute commentary on KFWB Hollywood, starting in mid-August.

**WILLIAM WHITLEY**, formerly of UP Hollywood Foreign Bureau, has joined CBS Hollywood news bureau, replacing **MARION MURRAY**, now on extended sick leave.

**WILLIAM DOWDELL**, former radio news consultant of INS, and at one time editor-in-chief of news for WLW Cincinnati, and other Crosley stations, will leave New York Aug. 2 for Rome, Italy, where he will be assistant managing editor of Rome Daily American. Early in the fall, Mr. Dowdell also will take over as Rome correspondent for a major American network.

## Flood Service

OFFICES of KPLC Lake Charles, La., were turned into headquarters for Disaster Committee of Calcasieu-Cameron Parish Chapter of American Red Cross during the Lake Charles flood. All communications for help from flooded areas, and workers in field were channeled through KPLC. Many evacuees were brought to station before being sent to places of shelter. A constant stream of flood victims was seen moving through studios and offices of KPLC.

PARLIMENTARY RADIO COMMITTEE at Ottawa has revealed the change of corporate name and ownership of CKCO Ottawa. Since start of CKCO it has been held in name of Dr. G. M. Geldert who has sold a share to Southam family in Ottawa. Dr. Geldert retains controlling interest and new name of licensee is CKCO Limited.

TWO NEW stations will be opened soon in province of Nova Scotia. CKCL Truro, new 250-w. station on 1400 kc., is scheduled to open next month, and has made application to join Canadian Assn. of Broadcasters. Licensee is J. A. Manning. CKBW Bridgewater, is new 1-kw station on 1000 kc to open in Sept. John F. Hirtle is licensee.

CONSTRUCTION of television tower atop Widener Building in Philadelphia for WFIL's TV station has begun and the station hopes to go on air with a test pattern sometime next month. WFIL also is erecting three AM towers at its Whitemarsh transmitter.

## NO SISSY HE

### KRNT Does Show on Volunteer Flagpole Sitter

*Hawkeye view of Mr. Franklin*

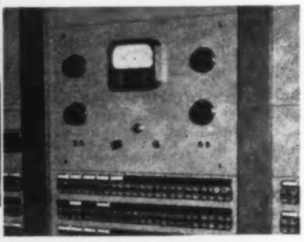
PROGRAM COMMITTEE for Des Moines' five-day Hawkeye Holiday Celebration, which ended July 8, thought it had a sensational stunt when it hired Blandy, professional flagpole stander, to stand for five days on a braced platform on a 20-foot flagpole atop Des Moines' five-story Flynn Bldg.

Nearly everyone thought the feat thrilling, but one disgruntled steeplejack, Ted Franklin had only this comment, "Sissy stuff." And then to show his contempt, he headed for the Equitable Bldg., which has 18 stories and a 50-foot flagpole. He took a position astride the gold ball at the peak and went through his bag of "no hands," "no feet" tricks while the crowd gasped in horror. All this time he was hurling insults at Mr. Blandy far below.

Quick to appear on the scene was Chuck Miller, KRNT program director. With his wire recorder, he described the antics of the steeplejack, the pleas of the officers for him to come down, and the "sitter's" colorful replies. In addition to his on-the-spot coverage, Mr. Miller talked the steeplejack into a personal interview as soon as he was released from jail.

**WCOP IMPROVES RECORDINGS with the *DYNAMIC NOISE SUPPRESSOR**

Master Control Room at WCOP, Boston. From this master console, WCOP engineers control programs from all studios.



The *DYNAMIC NOISE SUPPRESSOR on the job at WCOP.

Greater Boston listeners find considerable improvement in the quality of recorded musical programs over WCOP since the installation of a *DYNAMIC NOISE SUPPRESSOR in the master Control Room of that Station. The *DYNAMIC NOISE SUPPRESSOR helps eliminate needle scratch and bass rumble in musical recordings.

A special "gate" circuit in the *DYNAMIC NOISE SUPPRESSOR lets all the fine qualities of good music through, but holds back objectionable needle scratch, bass rumble and other surface noises. It automatically provides the last word in quality for recorded musical programs.

The product of more than 15 years of research and testing by its inventor, Hermon Hosmer Scott, the *DYNAMIC NOISE SUPPRESSOR is now used in more than 60 U. S. radio stations.

*Send for Descriptive Folder and Prices Today*

*Licensed under Hermon Hosmer Scott patents pending.

ENGINEERING REPRESENTATIVES
Chicago: 1024 Superior Street, Oak Park 37, Illinois. Phone: VILLAGE 9245
Hollywood: 623 Guaranty Building, Hollywood 28, California. Phone: HOllywood 5111

TECHNOLOGY INSTRUMENT CORP.
WALTHAM 54, MASS.

CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC NOW 5000 K.W.
REPRESENTATIVE: WEED & CO.

ENTERING
NEW
ENGLAND
...and always remember to listen to your NERN station

More purchasing power is entering New England. From now on they will abide by the rules of the road as closely as they will abide by the word of their NERN station. NERN's word is law when it comes to buying and markets. Welcome to NERNland.

**NERN STATIONS**

| | Frequency | Watts | |
|---|---|---|---|
| WBZ | 1030 | 50,000 | Boston, Mass. |
| WCSH | 970 | 5,000 | Portland, Maine |
| WJAR | 920 | 5,000 | Providence, R. I. |
| WLBZ | 620 | 5,000 | Bangor, Maine |
| WRDO | 1400 | 250 | Augusta, Maine |
| WTIC | 1080 | 50,000 | Hartford, Conn. |

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

**nern**

New England Regional Network, Hartford, Conn.

**NERN COVERAGE**

New England—where 97.4% of the population listens regularly to NERN.
New England — where 8% of the nation's retailed goods are consumed annually.
New England — where 11% of the capital resources of U. S. banks are held.

**NERN TIME**

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

**Nationally represented by WEED & COMPANY**
**New York • Boston • Chicago • Atlanta**
**Detroit • San Francisco • Hollywood**

# A BALANCED MARKET

BEAUMONT TEXAS

KFDM

560 KC. 1000 WATTS

PERMANENT DIVERSIFIED INDUSTRIES make KFDM's market a WELL BALANCED MARKET . . . covering THREE important Gulf Coast Cities . . . Beaumont, Port Arthur, and Orange! KFDM penetrates these THREE KEY CITIES!

REPRESENTED BY

FREE & PETERS, INC.

AFFILIATED WITH

AMERICAN BROADCASTING CO., INC.

# SPONSORS

**KEY BRANDS Inc.**, Los Angeles, manufacturers of "Allbreeds" dog food, has been acquired by **BEN HUR PRODUCTS Inc.**, that city (coffee, tea, spices), according to **H. B. WYETH Jr.**, president of latter firm. Simultaneously with purchase, **W. B. MASSIE**, former president of Key Brands, joins Ben Hur Products as vice president in charge of sales. Extensive advertising and sales promotion plans for further expansion of Key Brands line is being developed and will be announced at later date, it was said. For present, advertising will be handled direct.

**LOUIS MILANI FOODS Inc.**, Los Angeles (salad dressing), has appointed Garfield & Guild Adv., San Francisco, to handle advertising in Northern Calif., Ore., and Washington. Jim Ward & Co., Hollywood, handles the account in all other markets.

**STAZE Inc.** (Staze and Okaze dental accessories), which sold all outstanding stock to Kilmer & Co., Stamford, Conn., has apointed Duane Jones Co., New York to handle advertising.

**W. L. LOWE**, advertising manager for Pabco floor covering division, has been made general advertising manager of Paraffine Cos. Inc., San Francisco. **A. W. CHERRY** has been named assistant advertising manager handling Pabco building materials, and **E. V. GEAR**, assistant advertising manager, handling Pabco floor covering.

**ROSS BARRETT Jr.**, on special assignment as wartime public relations officer to Secretary of Navy Forrestal, has been appointed sales promotion manager of Forman & Clark, Pacific Coast clothing chain. Prior to service, Mr. Barrett was assistant director of press, radio and advertising for National War Bond campaigns.

**BRUNO - New York**, distributor for Bendix Home Laundry and RCA Victor television sets, started 1,200 spot announcements for each product July 15, for 13 weeks on WNEW New York. J. Walter Thompson Co., New York is agency.

**GLASS CONTAINER MFG.** of California has appointed J. Walter Thompson Co. to conduct a cooperative advertising campaign on their behalf. Campaign started July 15 in Los Angeles with participation programs on KFWB KHJ KECA and sports program on KFI. Los Angeles campaign is expected to be followed by one in San Francisco starting Aug. 1.

**CASTLE PRODUCTS Co.**, Newark, N. J., has signed for its Cascola drink, 13 weeks sponsorship of sports flashes and spot announcements with WPEN Philadelphia, in which feature titled "Cascola Sports Flashes" will be broadcast seven times daily. In addition to these 49 mentions a week, company also has bought 15 spots making a total of 64 spots this week. Agency: Green-Brody, New York.

**COLLEGE INN FOOD PRODUCTS Co.**, Chicago, has appointed John W. Shaw Inc., Chicago, to handle its entire line of food products. Shaw-LeVally Inc., prior to recent dissolution of that agency, had directed advertising of tomato juice cocktail and chili products of College Inn. New products include chicken ala king, boned chicken, soups and other foods.

**FRITZ C. HYDE Jr.**, former sales manager of Revere Copper and Brass Inc., Detroit, has been appointed assistant general sales manager for Goebel Brewing Co., that city. Mr. Hyde had been with Revere for 13 years.

**INTERNATIONAL SILVER Co.**, Hamilton, Ont. (silverware), will start "Ozzie and Harriet" in French on a number of French-Canadian stations in autumn. Translation will be done in Montreal and French-Canadian actors will do script. Agency: Young & Rubicam, Toronto.

**MISSION INN**, Riverside, Calif., has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle advertising. Radio will be used in Southern California to be followed later by eastern campaign.

**CANADIAN GOVERNMENT**, Dept. of Finance, Ottawa, plans to use 66 spot announcements on all Canadian stations during October for new Canadian Savings Bond financial campaign. Ronalds Adv. Co., Montreal, is handling the account.

**NESTLE'S MILK PRODUCTS Ltd.**, Toronto (Nescafe), has started spot and flash announcements on 29 Canadian station. Agency: Cockfield Brown & Co., Toronto.

**ARMOLITE SALES Co.**, Los Angeles (Ply-It plastic furniture & wall coating), July 20 started weekly participation in "Peter Potter's Platter Parade" on KFWB Hollywood. Firm also has started thrice weekly 10-minute participation in "Housewives Exchange" on KFVD Los Angeles. Contracts are for 13 weeks. Agency: Atherton & Co., Hollywood.

**PROCTER & GAMBLE Co.** of Canada, Toronto (Prell shampoo), has started 15 transcribed announcements on Ontario stations, and will continue advertising by using "Big Sister" daytime serial network program. Agency: Comton Adv., New York.

**CIRCUS FOODS Inc.**, San Francisco (Circus peanuts), account has been resigned by Harrington, Whitney & Hurst Inc., that city. New agency has not been announced.

**CROSLEY DISTRIBUTING Co.**, New York, was to begin sponsorship of 15 minute periods before and after each Yankee baseball game on WINS New York, on alternate days, July 27. Broadcasts feature Don Dunphy, sports announcer and reporter, and will be heard through Sept. 28. Promotion of new programs will include window display and newspaper advertising. Business was placed direct.

**HULL BREWING Co.**, New Haven, Conn., appointed Lindsay Adv., New Haven, to handle advertising program effective July 1. Radio will be used.

more news of all radio AM • FM Television Facsimile

BROADCASTING MAGAZINE

THAN ALL OTHER PUBLICATIONS COMBINED!

Subscribe Now—52 Issues and Yearbook No. $7.00

## Radio Delivers

A RESTAURANT proprietor in Vancouver, Canada is more than gratified with the power of radio. Three months ago he decided to sponsor Record M. C. Bill Hughes on a trial basis in an 11-12 p. m. nightly show on CKNW New Westminster, B. C. During that time he received 8,000 entries in a contest offering a free two-week vacation and over 50 calls a night were received for home deliveries of "Chicken in the Ruff" advertised on the program. As a result of this campaign, the owner has decided to sponsor the show seven nights weekly for at least the next year.

# NETWORK ACCOUNTS

### New Business

OMNIBOOK Corp., New York (Omnibook Magazine), Aug. 23 begins "Lee Adams" on CBS, Sat., 10:15-10:30 p.m. Agency: Schwab and Beatty, New York.

LOS ANGELES SOAP Co., Los Angeles (Merrills Rich Suds), in September starts for 52 weeks "Knox Manning News" on 7 CBS California stations, Mon.-Fri. 12:15-12:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

### Renewal Accounts

EMERSON DRUG Co., Baltimore, Md., July 28 renews for 52 weeks "Inner Sanctum" on CBS, Mon. 8-8:30 p.m. Agency: BBDO New York.

ELECTRIC Co.'s ADV. PROGRAM, New York, July 20 renewed for 52 weeks "Hour of Charm" on CBS, Sun. 4:30-5 p.m. Agency: N. W. Ayer & Son, New York.

INTERNATIONAL HARVESTER Co., Chicago, Oct. 5 renews for 52 weeks "Harvest of Stars," Sun. 2:30-3:00 p.m., on 154 NBC stations. Agency: McCann-Erickson, New York.

BALLARD & BALLARD Co., Louisville, Ky. (Obelisk Flour), Aug. 3 renews for 52 weeks "Renfro Valley Folks," Sun. 9:15-9:45 a.m. on 27 CBS stations. Agency: Henri, Hurst, McDonald, Chicago.

### Net Changes

THOMAS J. LIPTON Inc., Hoboken, N. J., July 28 switches "Arthur Godfrey Talent Scout" on CBS, from Fri. 9:30-10 p.m., to Mon. 8:30-8:55 p.m. Agency: Young & Rubicam, New York.

'REMARKABLE' YOU'LL SAY

Yep—WAIR does something to sales managers and time buyers. It's one of those rare stations that has the rare ability to sell merchandise quickly and in profitable volume. Better buy WAIR!

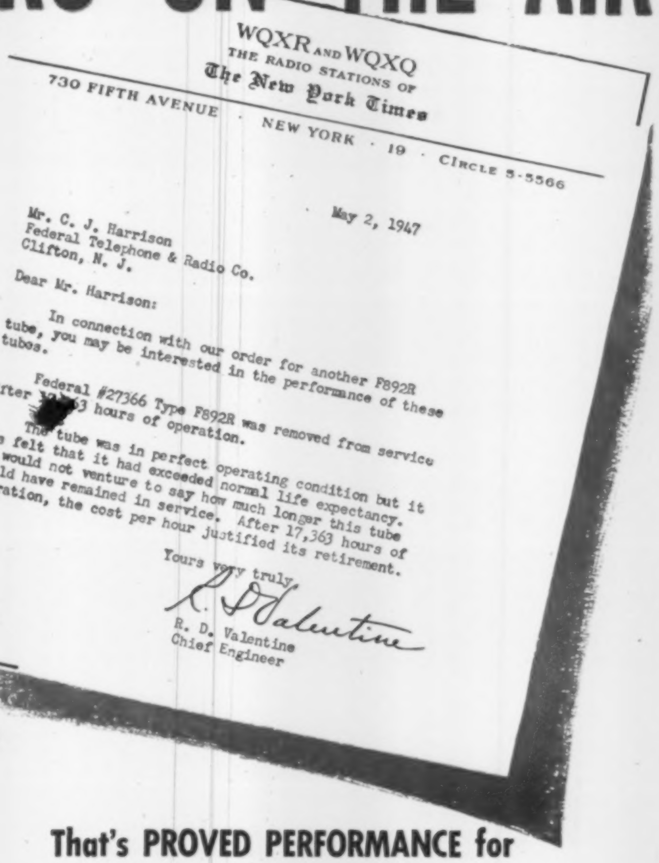
WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

# 17,363 HOURS ON THE AIR

## AT WQXR, RADIO STATION OF THE NEW YORK TIMES



WQXR AND WQXQ
THE RADIO STATIONS OF
The New York Times
730 FIFTH AVENUE · NEW YORK · 19 · CIRCLE 5-5566

May 2, 1947

Mr. C. J. Harrison
Federal Telephone & Radio Co.
Clifton, N. J.

Dear Mr. Harrison:

In connection with our order for another F892R tube, you may be interested in the performance of these tubes.

Federal #27366 Type F892R was removed from service after [illegible]63 hours of operation.

The tube was in perfect operating condition but it was felt that it had exceeded normal life expectancy. We would not venture to say how much longer this tube could have remained in service. After 17,363 hours of operation, the cost per hour justified its retirement.

Yours very truly,

R. D. Valentine

R. D. Valentine
Chief Engineer

RDV:ac

F-892R Forced-air-cooled

F-892 Water-cooled

## That's PROVED PERFORMANCE for Federal's F-892R AM Broadcast Tube

THIS F-892R power amplifier tube was installed in WQXR's 10-kw transmitter on February 5, 1943—removed from service on December 22, 1945, after 17,363 hours on the air!

It's operating records like this—long life and enduring performance—that have made Federal tubes the first choice of so many broadcast station engineers and operators all over the country. The F-892R power amplifier—and the corresponding F-891R modulator—are forced-air-cooled tubes which have consistently set the standards for performance in 10 kw AM transmitters. Water-cooled types of equivalent rating are also available.

These—like all Federal tubes—reflect 38 years of pioneering, research, and manufacturing experience. Their outstanding service is made possible by Federal's exacting performance requirements and rigid acceptance tests—including *two* searching X-ray tests which reveal any hidden flaws or imperfections.

Whenever you want extra operating economies and long uninterrupted service, specify broadcast tubes by Federal. For complete technical data on the F-892R and F-891R tubes, write to Federal today—Dept. B609.

FTR
An IT&T Associate

*Federal Telephone and Radio Corporation*

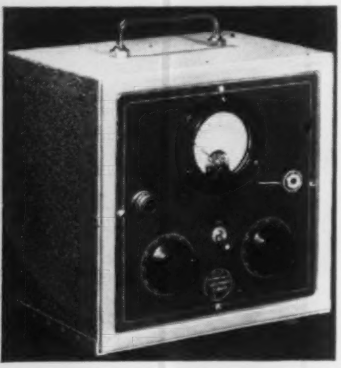
100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

**KEEPING FEDERAL YEARS AHEAD...** is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

**In Canada:** — Federal Electric Manufacturing Company, Ltd., Montreal.
**Export Distributors:** — International Standard Electric Corp., 67 Broad St., N. Y. C.

*Ready for Shipment Now*

## 2 Channel PORTABLE AM and FM REMOTE AMPLIFIER



**Complete with Tubes F.O.B. DALLAS . . . $187.50**

Here is a remote amplifier that has been designed for operation under any condition. Sturdily and compactly built, light weight, it can be easily carried. Power supply is self-contained.

SPECIFICATIONS

***Frequency Response:*** Uniform within ± 1 db, from 30 to 15,000 cycles.
***Maximum Gain:*** 80 db.
***Output Noise Level:*** — 60 db.
***Distortion:*** 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
***Input Impedance:*** 30, 125, 250 and 500 ohms.
***Output Impedance:*** 600 ohms.
***Power Output:*** Maximum + 10 dbm.
***Dimensions:*** 7" x 9½" x 9½".
***Weight:*** 9 lbs.
***Finish:*** Crackled Gray.

**Equipped with Cannon Male Chassis Connectors**

•

**INTERNATIONAL ELECTRONICS CORPORATION**
**Dept. C, 4145 Commerce St.**
**DALLAS 1, TEXAS**

*We Design Special Equipment or Will Build to Your Own Specifications.*

# ACTIONS OF THE FCC

JULY 18 TO JULY 24

**CP-construction permit**
**DA-directional antenna**
**ERP-effective radiated power**
**ST-studio-transmitter**
**synch. amp.-synchronous amplifier**
**ant.-antenna**
**D-day**
**N-night**
**aur-aural**
**vis-visual**
**cond.-condition(s)**
**LS-local sunset**
**mod.-modification**
**trans.-transmitter**
**unl.-unlimited hours**

## July 18 Decisions . . .

### BY A BOARD

### Petition Granted

**WTRY Troy, N. Y.**—Granted petition to reconsider and grant without hearing application; severed from consolidated hearing with Northeast Radio Inc. and Viking Bcstg. Co. and granted said application to increase power of WTRY from 1 kw to 5 kw, change trans. location, and install new DA-DN operation on present 980 kc.

### AM—1240 kc

**Coeur d'Alene Bcstg. Co., Coeur d'Alene, Ida.**—Granted CP new station 1240 kc 250 w unl.

### Petition Denied

**KFMB and KLIK San Diego, Calif.**—Adopted memorandum opinion and order denying joint petition requesting that application of KFMB to change operating assignment from 1450 to 550 kc be granted and that, subject to such action, KLIK be assigned 1450 kc; denial of petition is without prejudice to filing of petition by KLIK requesting leave to amend its application to request, on contingent basis, frequency 1450 kc.

### Petition Granted

**WTOL and Public Service Bcstrs., Toledo, Ohio**—Adopted order granting petition of Public Service Bcstrs. Inc. for leave to amend application to make same contingent upon grant of pending application of WTOL, such amendment to be filed within 30 days; removed said application of Public Service Bcstrs. Inc. from hearing docket and placed in pending file pending Commission action upon application of WTOL; further ordered that remaining petitions (1) of WTOL requesting dismissal of application of Public Service Bcstrs. Inc., for failure of that applicant to file timely appearance and to answer official correspondence; (2) petition of Public Service Bcstrs. Inc. for acceptance of late appearance and waiver of Sec. 1.387 (b); and (3) letter on behalf of Public Service requesting adjournment of hearing to August 11, be dismissed as moot.

### License Renewal

Granted renewal of licenses of following stations for period ending Aug. 1, 1950: KFVS KTSW KVRS KLUF WSTC KCHS KELD KENO KGFL KGVL KHON KTEM KTTS KWIN KWLK WARM WBTH WBTM WCNC WEST WGBR WHDF WHUB WJHO WMAN WMFD WMSL WRDO WRJN WSAM WSLB.

**Metropolitan Bcstg. & Television Inc., New York**—Granted renewal of license W?XMT for period ending Feb. 1, 1948.

**WNYC-FM New York**—Granted renewal of license for period ending July 1, 1948.

**KWBC Fort Worth, Tex.**—Granted renewal of license for period ending May 1, 1950.

**WFNS Burlington, N. C.**—Granted renewal of license for period ending May 1, 1950.

**WKRG Mobile, Ala.**—Granted petition for reconsideration and grant without hearing application for CP to operate N with 250 w using DA; engineering cond.

**KFIO and KVNI Spokane, Wash.**—Adopted memorandum opinion and order denying petition of KFIO directed against grant without hearing of application of KVNI (to move from Coeur d'Alene, Ida., to Spokane, Wash., increase power, etc.), insofar as petition requests that KVNI application be designated for hearing; insofar as petition requests other relief it is granted to extent that following cond. be added to above-mentioned grant of KVNI application: "When and if the pending application by Spokane Bcstg. Corp. (KFIO) is granted, the applicant (KVNI) shall cooperate with Spokane Bcstg. Corp. (KFIO) in the correction, to the satisfaction of the Commission, of any cross-modulation or inter-modulation problems that might arise."

## July 21 Decisions . . .

### BY THE COMMISSION

### Petition Denied

**Gulf Bcstg. Co. Inc., Mobile, Ala.**—Denied petition requesting Commission to modify its decision adopted June 28 in matter of applications of petitioner, Burton Bcstg. Co. and Mobile Bcstg. Co. to specify effective date thereof Aug. 1 in lieu of June 30.

### ACTIONS ON MOTIONS
### (By Commissioner Hyde)

**Thomas G. Harris et al, Austin, Tex.**—Granted petition for leave to amend application for new station to specify 1370 kc 1 kw D instead of 1260 kc 1 kw D; accepted amendment and removed application from hearing docket.

**Williamson County Bcstg. Co., Taylor, Tex.**—On Commission's own motion, removed from hearing docket application for new station which had been designated for consolidated hearing with Harris application noted above.

**KTKC Visalia, Calif.**—Granted petition to amend application to show change in location of main studio from Visalia to Fresno, and make other changes, and accepted said amendment.

**Northwestern Theological Seminary and Bible Training School, Minneapolis**—Granted petition for leave to amend applications for AM and FM stations to add to applications set of by-laws of corporation recently adopted by board of directors, and amplified statement showing detailed information concerning board of directors; accepted said amendments.

**Coast Bcstrs. Inc., Tillamook, Ore.**—Granted petition for leave to amend application for new station to change location from Tillamook to Astoria, Ore., and make other changes; accepted said amendment and removed application from hearing docket.

**KYUM Yuma, Ariz.**—Granted petition for leave to amend application for CP to add to application (a) affidavit by B. R. Fulbright, secretary, concerning blanketing of signal (b) engineering affidavit relative to interference to existing stations, (c) affidavits from various persons regarding growth of population of Yuma, and (d) maps showing trend of population settlement of Yuma; accepted said amendment.

**Southeastern Mass. Bcstg. Corp., New Bedford, Mass.**—Granted petition for extension of time to Aug. 18 within which to file exceptions to proposed decision in Dockets 7053, 7054 and 7312.

**WKIX Columbia, S. C.**—Granted petition for leave to amend application to specify new trans. site and make other changes; accepted said amendment; removed application from hearing docket.

**KCOR San Antonio, Tex.**—Granted petition for leave to amend application to specify 1 kw N instead of 5 kw, and make other changes; accepted said amendment and removed application from hearing docket.

**Wyandotte News Co., Wyandotte, Mich.**—Granted petition for leave to amend application to specify 1540 kc instead of 1310 kc and make other changes; accepted said amendment and removed application from hearing docket.

**Bartell Bcstg. Co., Madison, Wis.**—Granted petition for leave to amend application to specify 1130 kc 250 w D instead of 1010 kc 1 kw D and make other changes; accepted said amendment, and removed application from hearing docket.

**Tri-City Bcstg. Co., Newport, Ky.**—Granted petition to accept late its reply to petition of Moraine Bcstrs. Inc., Dayton, Ohio, requesting rehearing in consolidated proceeding upon these two applications and accepted reply to request for rehearing.

**Leonard B. Brown, Kerrville, Tex.**—Granted petition for waiver of Sec. 1.387 and accepted late written appearance in re application.

**Abilene Bcstg. Co., Abilene, Tex.**—Granted petition requesting continuance to Aug. 4 in further hearing on its application and Citizen's Bcstg. Co. Inc., and having under consideration request by Citizen's for continuance to Aug. 7; continued hearing to Aug. 7.

**KSAL Salina, Kan.**—Granted petition to dismiss in part its petition and supplement thereto requesting reconsideration of grants in re applications of KSAL, Gila Bcstg. Co., Coolidge, Ariz.; Mosby's Inc., Great Falls, Mont., and Des Moines Bcstg. Corp., Des Moines, Iowa, insofar as said petition relates to application of Mosby's Inc.

**Concordia Bcstg. Co., Concordia, Kan.**—Granted petition to dismiss without prejudice its application for CP.

**George Basil Anderson, Columbus, Neb.**—Upon Commission's own motion, removed from hearing docket application for new station since above-noted action on Concordia removed conflict.

**WHLS Port Huron, Mich.**—On Commission's own motion, continued hearing on application for renewal of license to Sept. 25.

## July 21 Applications . . .

### ACCEPTED FOR FILING

### FM—104.1 mc

**Madera Bcstg. Co., Madera, Calif.**—CP new FM station (Class A) on Channel 281 104.1 mc, ERP 275 w.

### AM—1450 kc

**Centinela Valley Bcstg. Co., Inglewood, Calif.**—CP new standard station 1450 kc 250 w and specified hours.

### Modification of CP

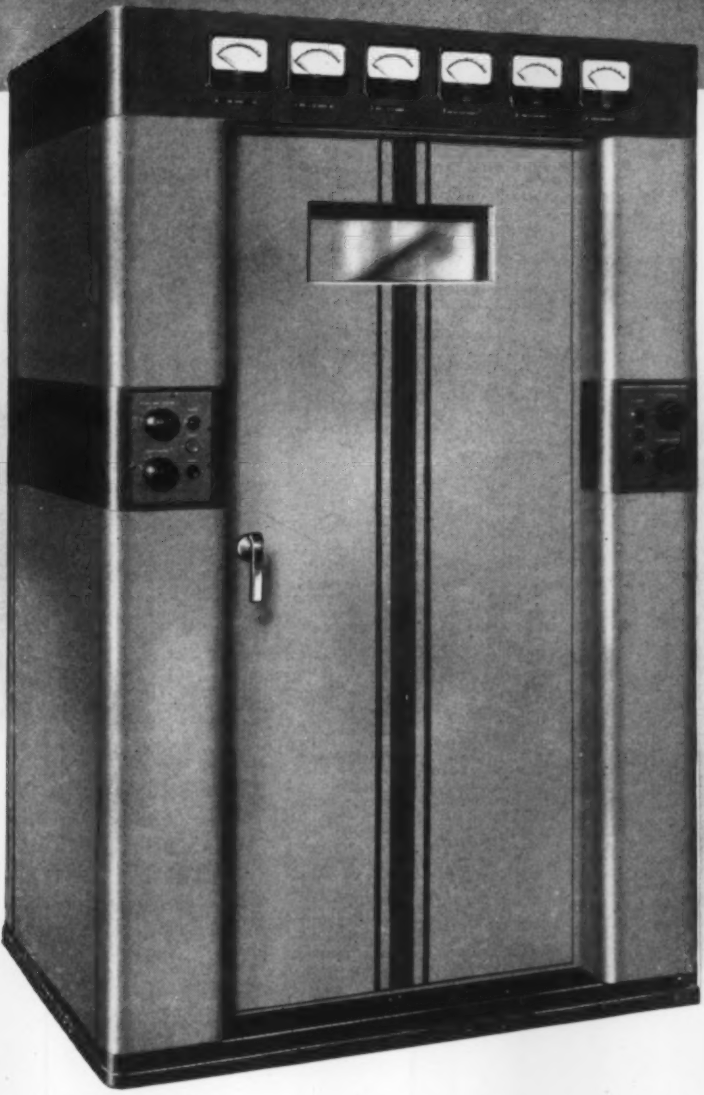
**KIDO-FM Boise, Ida.**—Mod. CP, as mod., to change type of trans., ERP to 6.9 kw; ant. height above average terrain to minus 413 ft.; make changes in ant. system and change commencement and completion dates.

**WJBC-FM Bloomington, Ill.**—Mod. CP, as mod., which authorized new FM station, to change trans. site, ERP to 45 kw; type trans. and make changes in ant. system and change commencement and completion dates.

*(Continued on page 64)*

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
*Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.*

# Perfection in Performance



## GATES BC-1E

## Broadcast Transmitter

In the field of one-kilowatters, the GATES BC-1E is an outstanding value — on a half dozen counts at least! For operating efficiency, the BC-1E gives you five radio frequency stages for better stability — a maximum 40° temperature rise of all power components — three blowers for properly distributed cabinet ventilation. It challenges FM standards in noise, response, and distortion characteristics.

In addition, it is massive and rigid in construction, conveying the impression of real stability, with which is combined the most attractive lines. All parts are easily accessible — readily at hand for instant checking.

In short, users of the GATES BC-1E are confident that they own the finest equipment made!

**GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.**

Eastern Sales Office: 40 Exchange Place, New York 5, N. Y.
Western Sales Office: 1350 N. Highland, Hollywood 28, Calif.
Canadian Sales: Canadian Marconi Co., Ltd., Montreal
International Distribution Overseas by Westinghouse Electric International Co., 40 Wall St., New York City

25
25th Anniversary Year

*Exclusive Manufacturers of Radio Transmitting Equipment and Allied Products*

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW

"BOSTON BLACKIE"

Radio's greatest point-per-dollar buy!

21.7 IN LOUISVILLE

C. E. Hooper, December 1946 . . . April 1947

*Consistently Beats All Competition on Stations From Coast-to-Coast!*

WRITE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

Hollywood

New York • Chicago

# FCC Actions

*(Continued from page 62)*

## Applications Cont.:

**AM—1210 kc**

**The News-Sun Bcstg. Co., Waukegan, Ill.**—CP new standard station 1210 kc 1 kw-D.

**Modification of CP**

**WKRS Waukegan, Ill.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WTHI-FM Terre Haute, Ind.**—Mod. CP which authorized new FM station to specify studio location and make changes in ant. system.

**WWBT Baltimore**—Mod. CP, as mod., which authorized new commercial television station, for extension of commencement and completion dates. Change call letters from WWBT to WBAL-TV.

**WBOC-FM Salisbury, Md.**—Mod. CP which authorized new FM station for change in ERP to 12 kw; ant. height above average terrain to 382 ft. and make changes in ant. system.

**WFMR New Bedford, Mass.**—Mod. CP, as mod., which authorized new FM station to change ERP to 19.5 kw; ant. height above average terrain to 510 ft.; make changes in ant. system and change commencement and completion dates.

**AM—950 kc**

**Pilgrim Bcstg. Co., Boston**—CP new standard station 950 kc 1 kw D. AMENDED to change power from 1 to 5 kw and change type trans.

**AM—1030 kc**

**Alma Bcstg. Co. Inc., Alma, Mich.**—CP new standard station 1030 kc 250 w D.

**FM—99.9 mc**

**Booth Radio Stations Inc., Flint, Mich.**—CP new FM station (Class B) on Channel 260, 99.9 mc ERP 5.2 kw.

**AM—1230 kc**

**Mississippi Bcstg. Co. Inc., Starkville, Miss.**—CP new standard station 1190 kc 250 w D. AMENDED to change frequency from 1190 to 1230 kc and hours operation from D to unl.

**FM—101.9 mc**

**Rural Radio Network Inc., Cherry Valley, N. Y.**—CP new FM station (Class B) on Channel 270, 101.9 mc, ERP 1 kw and ant. height above average terrain 1011 ft.

**Modification of CP**

**WKNP Corning, N. Y.**—Mod. CP which authorized new FM station for extension of completion date.

**FM—95.1 mc**

**Rural Radio Network Inc., De Ruyter Village, N. Y.**—CP new FM station (Class B) on Channel 236 95.1 mc, ERP 1 kw and ant. height above average terrain 465 ft.

**FM—102.9 mc**

**Rural Radio Network Inc., Highmarket, N. Y.**—CP new FM station (Class B) on Channel 275, 102.9 mc, ERP 1 kw and ant. height above average terrain 584 ft.

**FM—106.5 mc**

**Rural Radio Network Inc., Ithaca, N. Y.**—CP new FM station (Class B) on Channel 293, 106.5 mc, ERP 1 kw and ant. height above average terrain 779 ft.

**FM—96.5 mc**

**WHEF Rochester, N. Y.**—CP to specify frequency as Channel 243, 96.5 mc, ERP as 65.5 kw; install new trans. and specify ant. system.

**Modification of CP**

**WTRI Troy, N. Y.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WESB-FM Bradford, Pa.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**AM—900 kc**

**Progressive Pub. Co., Clearfield, Pa.**—CP new standard station 900 kc 500 w D.

**AM—1270 kc**

**Sims Pub. Co., Orangeburg, S. C.**—CP new standard station 1000 kc 1 kw D. AMENDED to change frequency from 1000 to 1270 kc.

**AM—850 kc**

**Blue Ridge Bcstg. Co. Inc., Seneca, S. C.**—CP new standard station 780 kc 250 w D. AMENDED to change frequency from 780 to 850 kc, power from 250 to 500 w; type trans.

**Modification of CP**

**WDOD-FM Chattanooga, Tenn.**—Mod. CP which authorized new FM station for extension of completion date.

**WJPG-FM Green Bay, Wis.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**AM—960 kc**

**Marmat Radio Co., Bakersfield, Calif.**—CP new standard station 960 kc 1 kw D.

**FM—Unassigned**

**Southern California Associated Newspapers, Glendale, Calif.**—CP new high frequency FM station on 48,300 kc. AMENDED to change trans. location, studio site, ERP from 440 w to 58.1 kw, frequency from 48,300 kc to "to be determined by Chief Engineer FCC", specify type trans. and make changes in ant. system, change class station from A to B.

**AM—1280 kc**

**The Chillicothe Bcstg. Co., Chillicothe, Mo.**—CP new standard station 1530 kc 250 w D. AMENDED to change frequency from 1530 to 1280 kc.

**AM—1240 kc**

**Lewis Wiles Moore, Glendive, Mont.**—CP new standard station 1240 kc 250 w unl.

**FM—101.9 mc**

**Rural Radio Network Inc., South Bristol, N. Y.**—CP new FM station (Class B) on Channel 270, 101.9 mc, ERP 1 kw and ant. height above average terrain 993 ft.

**AM—1320 kc**

**Hocking Valley Bcstg. Corp., Lancaster, Ohio**—CP new standard station 1320 kc 250 w D.

**AM—1430 kc**

**Lynd Bcstg. Co., Newark, Ohio**—CP new standard station 1430 kc 500 w D.

**Modification of CP**

**WXRF Guayama, P. R.**—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. site and to change studio location.

**WEMB San Juan, P. R.**—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. location and to specify studio location.

**AM—690 kc**

**Haygood S. Bowden, Camden, S. C.**—CP new standard station 840 kc 250 w D. AMENDED to change frequency from 840 to 690 kc and change trans. location.

**Modification of CP**

**KSTB Breckenridge, Tex.**—Mod. CP which authorized new standard station to make changes in trans. equipment, for approval of ant. and trans. location and to specify studio location.

**AM—950 kc**

**Winchester Bcstg. Corp., Winchester, Va.**—CP new standard station 950 kc 1 kw-D.

**License Renewal**

**WCAW Charleston, W. Va.**—License renewal.

**TENDERED FOR FILING**

**Assignment of License**

**KRDO Colorado Springs, Col.**—Consent to assignment of license to Pikes Peak Bcstg. Co.

**AM—600 kc**

**Southland Bcstg. Co., New Orleans**—CP new standard station 980 kc 5 kw

**AM—980 kc**

**Southland Bcstg. Co., Shreveport, La**—CP new standard station 960 kc 1 kw D.

**Assignment of CP**

**WJJM Lewisburg, Tenn.**—Consent to assignment of CP to Ida and Martha Murray, executrixes of will of J. J. Murray.

**FCC Correction**

DELETED by Commission items on July 17 applications accepted for filing those items referring to assignments of licenses of WPEN and WCAU Philadelphia.

## July 22 Decisions . . .

**BY THE SECRETARY**

**KCBD Lubbock, Tex.**—Granted license for new station 1590 kc 1 kw DA unl.

**WROL Knoxville, Tenn.**—Granted mod. CP to make changes in DA.

**KPET Lamesa, Tex.**—Granted license for new station 690 kc 250 w D and to specify studio location.

**WVIM Vicksburg, Miss.**—Granted mod. CP for approval of ant. and trans. location and specify studio location.

**KGAF Gainesville, Tex.**—Granted mod. CP for approval of ant. and trans. location and specify studio location.

**KXXL Reno, Nev.**—Granted mod. CP to change type trans., change trans and studio locations and extend completion date to 2-13-48.

**WGL Ft. Wayne, Ind.**—Granted mod CP to change type trans.

**WHOW Clinton, Ill.**—Granted mod. CP to change type trans., make changes in vertical ant. and specify studio location.

**WQDI Quincy, Ill.**—Granted mod. CP for extension of completion date to 10-6-47.

**WGAN-FM Portland, Me.**—Same to 10-31-47.

**WCAP-FM Asbury Park, N. J.**—Same to 8-6-47.

**WGUY-FM Bangor, Me.**—Same to 10-31-47.

**Minnesota Bcstg. Corp., area of Minneapolis**—Granted mod. CP KNGL for extension of completion date to 11-12-47.

**WGNA Chicago**—Granted mod. CP to change type trans. and ant. system and extension of completion date to 12-31-47.

**WLOH Princeton, W. Va.**—Granted mod. CP change type trans., approval of ant., trans. and studio locations.

**WRRF-FM Washington, D. C.**—Granted mod. CP for extension of completion date to 1-21-48.

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119,025 pieces of mail in 1946

99,644 pieces of mail in the first 5 months of 1947

WGY Schenectady, N. Y.

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5000 WATT TRANSMITTER

Now Being Erected by

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HALIFAX NOVA SCOTIA

The Maritimes

BUSIEST

Commercial Station

**WCON-FM Atlanta, Ga.**—Same to 1-17-48.

**WRVA-FM Richmond, Va.**—Same to 1-20-48.

**WTAQ-FM Green Bay, Wis.**—Same to 1-4-48.

**KLEN San Jose, Calif.**—Granted mod. CP to change studio location.

**KYAK Yakima, Wash.**—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations.

**WFIL Philadelphia**—Granted mod. CP for extension of completion date to 11-1-47.

**WHSC Hartsville, S. C.**—Granted mod. license to change studio location.

**WCRK Morristown, Tenn.**—Granted mod. CP to change type trans., make changes in vertical ant., change trans. and studio locations and for extension of completion date to 12-3-47.

**WJMO Cleveland**—Granted license for new station 1540 kc 1 kw D.

**WGAN Portland, Me.**—Granted mod. license to change name of licensee to Guy Gannett Bcstg. Servicees.

**WGUY Bangor, Me.**—Granted mod. CP to change name to Guy Gannett Bcstg. Services.

**WRBL Columbus, Ga.**—Granted mod. CP to change trans. location.

**WHUC Hudson, N. Y.**—Granted mod. CP to make changes in vertical ant.

**WKOP Binghamton, N. Y.**—Granted mod. CP to change type trans.

**KCRS Midland, Tex.**—Granted mod. CP to change type trans.

**KTIL Tillamock, Ore.**—Granted mod. CP to change type trans. and make changes in vertical ant.

**WMAZ Macon, Ga.**—Granted mod. CP to install new trans.

**KPRC-FM Houston, Tex.**—Granted mod. CP for extension of completion date to 10-25-47.

**WCBS-FM New York**—Same to 11-13-47.

**WEFM Chicago**—Same to 11-24-47.

**WBCA Schenectady, N. Y.**—Same to 10-20-47.

**WJPG-FM Green Bay, Wis.**—Granted mod. CP to change studio location.

**WBBM-FM Chicago**—Granted mod. CP for extension of completion date to 12-13-47.

**KFH Wichita, Kan.**—Granted mod. CP for extension of completion date to 10-14-47.

**WSFA Montgomery, Ala.**—Same to 8-15-47.

**WTRC Elkhart, Ind.**—Same to 2-3-48.

**KXOA Sacramento, Calif.**—Granted license to cover CP which authorized installation new trans.

**WMLO Milwaukee**—Granted license for new station 1290 kc 1 kw D and to specify studio location.

**KHBC Hilo, Hawaii**—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

**WWHG Hornell, N. Y.**—Granted mod. CP for extension of completion date to 10-17-47.

**WRGA-FM Rome, Ga.**—Same to 10-10-47.

**WDAK-FM Columbus, Ga.**—Same to 9-30-47.

**WAJR-FM Morgantown, W. Va.**—Same to 12-12-47.

**WTRC-FM Elkhart, Ind.**—Same to 11-11-47.

**WISE-FM Asheville, N. C.**—Same to 1-1-48.

**WROL-FM Knoxville, Tenn.**—Same to 11-28-47.

**WFOB Fostoria, Ohio**—Same to 10-1-47.

**WKJG Fort Wayne, Ind.**—Same to 9-30-47.

(*Continued on page 69*)

### Hasty

STILL IN its initial adjustment stage, the new 50-kw transmitter of WTIC Hartford went off the air for a few minutes the other day and the station received a phone call from a woman who thought that her radio was at fault. She was advised that it was the transmitter, not her radio, that had ceased to function temporarily. "Ha! Ha! Ha!" laughed the caller. "That's a good one on the old man . . . he just threw our radio out the third-story window."

*DAY and NIGHT*

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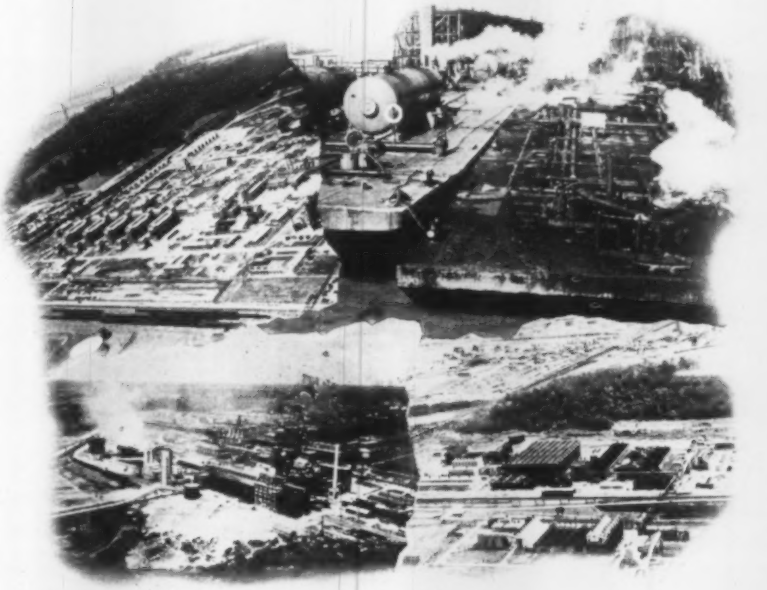

*Baton Rouge—with a population of 113,000—is the center of the most heavily industrialized concentration of industries in Louisiana. The steady payrolls of huge oil refineries, synthetic rubber plants, and chemical processers are within metropolitan Baton Rouge.*

**THE FABULOUS BATON ROUGE STORY OF THE YEAR**

➡ THE HIGHEST PER CAPITA Retail Sales in Louisiana and the fourth in the South—are in the Baton Rouge area.

➡ TONNAGE OF THE PORT of Baton Rouge is the fourth largest in the Gulf area.

➡ BATON ROUGE IS ALSO the hub of a huge agricultural area composed of productive sugar, cotton and rice plantations.

NBC AFFILIATE

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1150 ON YOUR DIAL 5000 WATTS DAY AND NIGHT

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*Represented nationally by*
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# PROGRAMS

OLD RECORDS from the early days of recording are now being featured on special spot of "Discmaster" show over WNAC Boston, Mon.-Fri. 3:30-4:15 p.m., Sat. 10-11 a.m.; 3:30-4 p.m. Norman Gross, 17 of Cambridge, Mass., is the owner of the collection. He showed his records to Vern Williams, m.c. of show, and Mr. Williams decided to devote part of one of his shows to playing the old records. Listeners' response was so favorable that the feature is now being carried for an additional five or six weeks. Collection includes such records as Bing Crosby singing with Whiteman Band before he even earned his name on the label, and songs by Al Jolson that even Jolson fans don't recall.

### Montana Industries

DESIGNED to acquaint the public with little-known facts about Montana industrial firms, personnel and processes of manufacture of homemade products, documentary series titled "Western Montanans at Work" will start Aug. 1 on KGVO Missoula. Series will feature on-the-spot recordings of production-line techniques and interviews with managers and firm presidents. It is produced in conjunction with radio-journalism classes of Montana State U.

### 'Virginia Viewpoint'

DISCUSSION program titled "Virginia Viewpoint" broadcast over WEAM Arlington, Va., brings to light problems that confront the citizens of Virginia. Program is heard Sun., 12:15 to 12:45 p.m.

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### Recruiting by Video

RECRUITING by television was started July 11 by U. S. Navy when it presented "Bill's Best Bet" over WABD New York, Du Mont television station. A comical skit, program is first of its kind to be written, produced and acted by Navy personnel for television. Show was written and produced by Lt. Commdr. Gene Soares, USNR, formerly with WSPD Toledo. He was assisted by Chief Quartermaster Joseph M. Andrachik, USN, who is in charge of radio publicity for New York Navy Recruiting Station.

### Honeymooners Interviewed

NIAGARA FALLS being a favorite honeymoon mecca, CHVC Niagara Falls, Ont., has started daily half-hour morning program "Honeymoon in Niagara." Honeymoon and second honeymoon couples from all over the world are interviewed on program, with prizes being awarded by local merchants. To attract audience to the program, including honeymoon couples, CHVC has small card calling attention to the program under glass top of dressers in all hotel rooms and tourists homes in both Niagara Falls, Ont., and Niagara Falls, N. Y.

### Community Chest Review

PROGRAMS designed to show how money donated to St. Louis Community Chest is spent have been started by KXOK St. Louis. Titled "The Red Feather In Action," program originates from different Community Chest summer camps each week, where interviews with children give listeners a word picture of just how their dollars are being spent. KXOK plans to visit community centers and settlement houses this winter to give a complete year round picture of Community Chest activities in St. Louis.

### 'Whodunit' Series

SPECIAL mystery drama series will be started by WNEW New York, in cooperation with BBC when "Mysteries From England" makes its debut Sun., Aug. 10, 8 to 8:30 p.m. Selected from three BBC "Whodunit" series, show will be presented by transcription from originals. Roundtable discussions with noted British mystery writers have been scheduled to precede first WNEW program, to be followed by 16 other weekly dramas.

### Rent Control Information

WHEN no one seemed to have the correct answers for landlords or tennants who were affected by 1947 Rent and Housing Act, WSTV Steubenville, Ohio, decided to stage a series of interview-type broadcasts with Rent Control Office. Broadcasts, heard Wednesday evenings, carry information in easy-to-understand language, based on news from the district rent inspector.

### Broadcast Displayed

ROAD GAMES of Sacramento Solons baseball club are brought directly to fans in the heart of downtown Sacramento by KFBK that city. Games are originated in large corner window of one of city's largest department stores. There fans can watch how road games are recreated from telegraphic wire reports, received directly in the window. Also visible is engineer creating sound effects which add reality to the broadcasts.

### Use Local Talent

EXPERIMENTAL dramas designed to develop local radio talent have been added as a Sunday feature on WTMV E. St. Louis, Ill. Program is aired at 9:05 p.m. and anyone interested in acting, writing or producing may have audition any Monday at 7:30 p.m. at WTMV studios. Recent presentation by the group titled "Blood Is Thicker" presented the story of how blood plasma helped a boy understand better that there are good people and kindness in the world.

### Crosby Recordings

TO HOLD audience created by ABC Bing Crosby show until Bing returns to air, WIZE Springfield, Ohio, has half hour of Crosby recordings on Wed. 10-10:30 p.m., so listeners can still hear Bing at his regular time.

### Remote Hookup

A 12 POINT remote hookup was installed at the Odessa (Tex.) county park and auditorium for the broadcast of "Gulf Day" events by KRIG Odessa. More than 1,700 Gulf employes of West Texas witnessed such events as soft ball, boxing matches, beauty contests, swimming, diving, etc., and KRIG devoted total of four hours to cover the events through the remote setup. Hookups were installed at the park baseball diamond, auditorium, swimming pool, barns and other spots on the grounds where "Gulf Day" activities were taking place. The 12 point hookup is believed to be one of the most comprehensive of its kind in Texas radio history. Expense of the hookup was not great, KRIG Station Manager John Loftus said, but installation "was a real technical feat."

### KULA Style Show

WEEKLY half hour style show has been started by KULA Honolulu, titled "KULA Queen's Surf Fashions." Broadcast follows luncheon at Queen's Surf restaurant in Honolulu. Weekly style show-luncheon has attracted much attention in Honolulu with Phyllis Tilley as "Mistress of Fashion" assisted by Bob Shield, announcer.

## Three Sentenced

THREE men apprehended by FCC field agents in attempts to beat the horse races by illegal radio operation have been sentenced for violating the Communications Act, according to the Commission. FCC said John A. Campbell was convicted by a Federal court jury in Florida of transmitting without a license. He received a sentence of six months in jail and $500 fine. He appealed. FCC said Mr. Campbell figured in the Hialeah case of last March in which transmitting apparatus relayed tips to distant bettors. The Commission said that Edgar M. Smith and Kenneth McCrea each have been fined $500 and placed on probation for five years in California. The pair had been taken into custody also last March at Santa Anita in connection with operation of a transmitter concealed beneath clothing. FCC stated steps have been taken to suspend the commercial radio operator licenses held by these two men.

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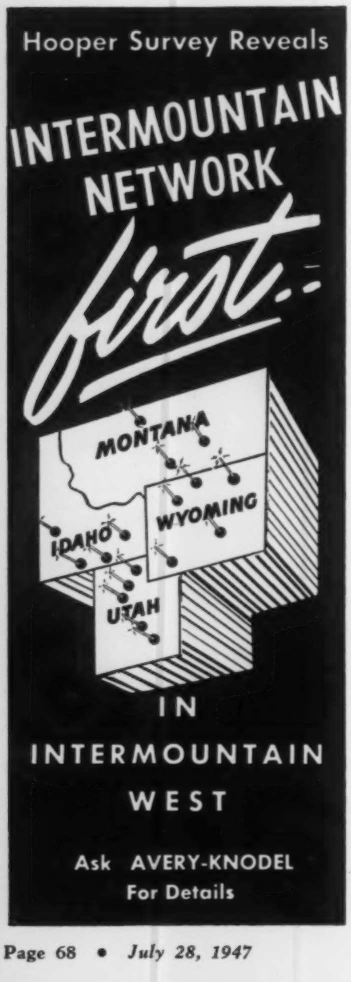
Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

**WSPA** Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market



## OBJECTION IS RENEWED TO AM AS 'STANDARD'

OBJECTION to FCC's use of the term "standard" when referring to AM stations was reiterated last week by J. N. (Bill) Bailey, FMA's executive director, in a letter to FCC Secretary T. J. Slowie and members of the Commission.

Objection was first raised several months ago by Judge Roy Hofheinz, FMA president [BROADCASTING, Jan. 20]. In last week's letter Mr. Bailey pointed out that the Commission had previously said that "FM is the finest aural broadcast service attainable in the present state of the radio art."

Citing FM's present growth Mr. Bailey said it appears "that FM will become the accepted system of broadcasting and AM will eventually become obsolete." Inasmuch as the term "standard" refers to that which is generally accepted by the public, and since FM will soon become the accepted method, according to Mr. Bailey, FMA objects to identification of AM as standard. FMA's suggestion is that AM should be designated as "AM (amplitude modulation)."

QUIPS were order of the day at party given for George Burns and Gracie Allen, stars of *Maxwell House Coffee Time*, during their New York visit. L to r: Ted Steele, vice president of Benton & Bowles Inc., General Foods Agency; Gracie; Charles G. Mortimer, vice president of Marketing Division of General Foods; Clarence Goshorn, B&B president; George.

## Pittsburg, Kan., Station Is Formally Dedicated

SPECIAL dedicatory broadcast for KSEK, new 250-w, 1340 kc Pittsburg, Kan. outlet was held July 13 at the station's studios in the Hotel Besse Bldg.

Licensee is Pittsburg Publishing Co. and staff consists of C. M. Garnes, formerly asst. manager, KRIG Odessa, Tex., general manager; W. D. Brosseau, chief engineer; Roy Pearce, program director; R. L. Millins, music director. Station is GE equipped.

## PARLIAMENT VOTES CBC INCREASE IN REVENUE

ON RECOMMENDATION of Parliamentary Radio Committee [BROADCASTING, July 14] the House of Commons at Ottawa on July 14 passed legislation to give Canadian Broadcasting Corp. the full $2.50 listener license fee. Legislation has been passed to the Senate for confirmation. It is estimated that on basis of last year's listener license fee collection (fiscal year 1946-47) CBC receives about $544,000 more this year in revenue from license fees. Till now, CBC has received about $2.15 of each license, remainder going to collection and administrative costs of Department of Transport.

Debate on Parliamentary Radio Committee report was lively, and only recommendation to get an okay from the House of Commons after two days was legislation for the increased license fee.

License applications for a station in Ottawa, which was granted to CFRA, owned by Frank Ryan, and recently opened, was debated on the floor of the House of Commons as it had been in the Parliamentary Radio Committee. Expropriation of three clear channels from private stations by CBC, political leanings of some CBC commentators, and limiting of private station profits to 10 per cent, were among other topics discussed in debate on the license fee legislation.

## KSD-TV's FIRST RATE CARD

### Range from $20 for 1-Minute Spot to $155 For 60 Minutes; Discounts Are Set

FIRST RATE CARD of KSD-TV, *St. Louis Post Dispatch* video station, lists rates ranging from $20 for a one-minute spot announcement (live or film) to $155 for 60 minutes. Card was mailed to prospective clients July 17, with an accompanying letter from George M. Burbach, KSD general manager.

Discounts are to be at the rate of 5% for 13 times, 10% for 26 times, 15% for 52 times, 20% for 100 times and 25% for 200 times. Recognized agencies will be paid a 15% commission.

Following are the KSD-TV rates:*

| | |
|---|---|
| 60 minutes | $155.00 |
| 40 minutes | 105.00 |
| 30 minutes | 90.00 |
| 20 minutes | 75.00 |
| 15 minutes | 67.50 |
| 10 minutes | 60.00 |
| 2-minute spot announcement | 30.00 |
| 1-minute spot announcement | 20.00 |

KSD-TV announced that charges for extra rehearsal time on any scheduled program will be at the rate of $35 for each hour up to five hours and $100 for each hour in excess of five hours.

Rates quoted, the rate card stipulates, are for facilities of the station only. Musical, dramatic and other talent charges are not included.

Advertisers also will pay the cost of installing and leasing special telephone, telegraph or other transmitting equipment and the furnishing, installation and operation of necessary equipment for remote control.

The rate card carries the following additional stipulations:

All programs or announcements to be telecast are subject to the approval of the station management and any program or announcement may be revised or rejected. Any contract for telecasting may be cancelled by the management upon written notice without incurring any liability therefor.

All contracts made with KSD-TV are subject to the same regulations as contracts with KSD.

---

* One half hour of rehearsal time is allowed for programs of 10, 15 and 20 minutes, one hour for 30 minutes, one and a half hours for 40 minutes, two hours for 60 minutes.

Excellent CHAMPLAIN VALLEY AREA
WCAX
BURLINGTON
VERMONT'S ONLY CBS STATION
1000 WATTS
SOON 5000 WATTS

## FCC Actions

(*Continued from page 65*)

### July 23 Applications . . .

ACCEPTED FOR FILING

Modification of CP

**WBRC-FM Birmingham, Ala.**—Mod. CP, as mod., which authorized new FM station for extension of commencement and completion dates.

**WDXE Birmingham, Ala.**—Mod. CP which authorized new FM station as mod. for extension of commencement and completion dates.

AM—1340 kc

**San Luis Obispo Bcstg. Co., San Luis Obispo, Calif.**—CP new standard station 1340 kc 250 w unl.

Assignment of License

**KCOL Fort Collins, Col.**—Voluntary assignment of license to The Northern Colorado Bcstg. Co.

Modification of CP

**WLAD-FM Danbury, Conn.**—Mod. CP which authorized new FM station to change ERP to 150 w; ant. height above average terrain to 602 ft.; make changes in ant. system and change commencement and completion dates.

**WINZ Hollywood, Fla.**—Mod. CP which authorized change in hours, increase power, install DA-N and change trans. location, to change from DA-N to DA-DN (DA-1), and change trans. location.

**WJNO-FM West Palm Beach, Fla.**—Mod. CP which authorized new FM station for extension of completion date.

Remote Pickup

**Mississippi Valley Bcstg. Co., area of East St. Louis, Ill.**—CP new remote pickup station on 31.62, 35.26, 37.34, 39.62 mc, 42 w and emission A3, hours in accordance with Sec. 4.403. AMENDED to change name to On The Air Inc.

AM—1010 kc

**Mohawk Bcstg. Co., Mason City, Iowa**—CP new standard station 1010 kc 1 kw-D.

Transfer of Control

**KTSW Emporia, Kan.** — Voluntary transfer of control of licensee corporation from R. J. Laubengayer, John P. Harris and Sidney F. Harris to Robert B. Reed and Gervais F. Reed.

AM—1330 kc

**Charles River Bcstg. Co., Waltham, Mass.**—CP new standard station 1330 kc 500 w D.

Modification of CP

**WJTN-FM Jamestown, N. Y.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WGHF New York**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WTNY Troy, N. Y.**—Mod. CP which authorized new FM station for extension of completion date.

FM—102.9 mc

**Rural Radio Network Inc., Wethersfield, N. Y.**—CP new station (Class B) on Channel 275, 102.9 mc, ERP 1 kw, ant. height above average terrain 469 ft.

Modification of CP

**WKBS West Hempstead, N. Y.**—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

AM—930 kc

**WRRF Washington, N. C.**—CP to change hours from D to unl. with 1 kw-N 5 kw-D and install DA-N.

License for CP

**WCLT Newark, Ohio**—License to cover CP, as mod., which authorized new FM station.

Modification of CP

**WELD Columbus, Ohio**—Mod. CP which authorized changes in FM station for extension of commencement and completion dates.

AM—1550 kc

**Guthrie Broadcast Corp., Guthrie, Okla.**—CP new standard station 1550 kc 1 kw-D.

Modification of CP

**KOAG-FM Stillwater, Okla.**—Mod. CP, as mod., which authorized new noncommercial station for extension of completion date.

**KVOO Tulsa, Okla.**—Mod. CP which authorized reinstatement of application for installation of new DA-N, for extension of completion date.

Assignment of License

**WPEN-FM Philadelphia** — Voluntary assignment of license to Philadelphia Record Co.

Modification of CP

**WAPO-FM Chattanooga, Tenn.**—Mod. CP which authorized new FM station for extension of completion date.

**KLEE Houston, Tex.**—Mod. CP which authorized new standard station for approval of DA (DA-N).

**KRBA KRBA-FM Lufkin, Tex.**—Mod. CP which authorized installation of new vertical ant. with FM ant. mounted on top, and make changes in ground system, for extension of completion date. Also mod. CP which authorized new FM station for extension of completion date.

**WCYB Bristol, Va.**—Mod. CP which authorized increase in power and installation of new trans., to increase power from 5 kw to 10 kw and change type trans.

**KVNU Logan, Utah**—Mod. CP which authorized change frequency, increase power and install new trans. and DA-N, to make changes in DA.

**WLEE Richmond, Va.**—Mod. CP which authorized changes in vertical ant. and mount FM ant. on top, for extension of completion date.

**KVAN Vancouver, Wash.**—Mod. CP, as mod., which authorized change in hours, increase power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

Exp. TV Relay

**The Journal Co., area of Milwaukee**—CP new experimental television relay station on 6950-6975 mc, 0.1 w, emission A5 and hours in accordance with Sec. 4.131(b) and 4.163.

Modification of CP

**WSAU-FM Wausau, Wis.**—Mod. CP, as mod., to change type trans. and make changes in ant. system.

License Renewal

Applications for renewal of standard broadcast station license filed by: WGIL WWJ KGKL KKIN.

Remote Pickup

**Mojave Valley Bcstg. Co., area of Barstow, Calif.**—CP new remote pickup station on 1646, 2090, 2190 and 2830 kc, power of 20 w, emission A3 and hours in accordance with Sec. 4.403.

License for CP

**KCSJ Pueblo, Col.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

**WKNB-FM New Britain, Conn.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

License for CP

**WEAS Decatur, Ga.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—54-60 mc

**Johnson-Kennedy Radio Corp., Chicago**—CP new commercial television station on Channel 2, 54-60 mc, power vis. 5 kw (peak) aur. 2.5 kw and unl.

License for CP

**WABZ Albermarle, N. C.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

**WNBK Cleveland**—Mod. CP which authorized new commercial television station for further extension of completion date.

License for CP

**WGAR Cleveland**—License to cover CP which authorized increase power, install new trans. and new DA-DN and authority to determine operating power by direct measurement of ant. power.

Modification of License

**WHAT Philadelphia**—Mod. license to change hours from S-WTEL 1/3 time (not to operate when WCAM is operating) to S-WTEL 1/2 time, simultaneous operation with WCAM.

License for CP

**KDSJ Deadwood, S. D.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for CP

**WIBK Knoxville, Tenn.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

APPLICATION DISMISSED

AM—1450 kc

**Turlock Bcstg. Group, Turlock, Calif.**—CP new standard station 1450 kc 250 w unl. DISMISSED Julv 2.

APPLICATIONS RETURNED

AM—1500 kc

**WABJ Adrian, Mich.**—Authority to determine operating power bv direct measurement of ant. power. Returned July 15, signed by chief engineer.

License for CP

**WNYC New York**—License to cover CP which authorized installation of aux. trans. to be used for aux. purposes with 1 kw. Returned letter dated July 15, form 302 par. 6 trans. location and geographic coordinates different from CP.

TENDERED FOR FILING

AM—970 kc

**KERO Bakersfield, Calif.**—CP change from 1230 to 970 kc, power from 250 w to 5 kw, unl. and install DA-N and new trans. and change trans. location. Also consent to assignment of license to Paul R. Bartlett.

AM—990 kc

**Cardinal Bcstg. Co., Palo Alto, Calif.**—CP new standard station 990 kc 1 kw-D.

Assignment of CP

**KSBW Salinas, Calif.**—Consent to assignment of CP to Salinas Bcstg. Corp.

AM—1450 kc

**Walsenburg Bcstg. Corp., Walsenburg, Col.**—CP new standard station 1450 kc 250 w unl.

AM—680 kc

**WDBC Escanaba, Mich.**—CP to change from 1490 to 680 kc, power from 250 w to 1 kw unl., install new trans. and DA-N and change trans. location.

AM—1450 kc

**Williston Bcstg. Co., Williston, N. D.**—CP new standard station 1450 kc 250 w unl.

AM—1230 kc

**Kenneth Edward Rennekamp, Harrisburg, Pa.**—CP new standard station 1230 kc 250 w unl. (Request facilities of WKBO).

**W. Paul Oury, Westerly, R. I.**—CP new standard station 1230 kc 250 w unl.

Assignment of CP

**WABZ Albermarle, N. C.**—Consent to assignment of CP to Radio Station WABZ Inc.

**WFOB Fostoria, Ohio**—Consent to assignment of CP to Seneca Radio Corp.

Acquisition of Control

**KXLE Ellensburg, Wash.**—Acquisition of control of stock owned by R. L. Rutter Jr. in licensee corporation by Goodwin Chase Jr.

(*Continued on page 70*)

FAMILY

WIBW has been a farm station for 20 years. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice *of* Kansas *in* TOPEKA

Only
ZBM
Covers
Bermuda

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR United States

HORACE STOVIN Canada

YOUR ABC'S ARE THE KEYS TO SALES IN EASTERN NORTH CAROLINA

WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

WRRF
5000 WATTS, 930 KC
WASHINGTON, N. C

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
*National Radio Representatives*
FORJOE & CO.
New York • Chicago • Los Angeles

TRANSCRIBED AND AVAILABLE for a 27.4 Hooper!

That's a whale of a rating, But that's what the Texas Rangers get at WGBI, Scranton, Pa. They get it with their famous transcription service — which features the western and folk songs that never grow old. And they get the tall Hooper at 6:30 p. m., too, when there is a 37 per cent sets in use figure. Yes, Scranton listens to and likes the Texas Rangers. It's no wonder WGBI renews year after year. Buy the Texas Rangers transcriptions for your market. They build a big audience at WGBI and at scores of other stations, too. They can do the same for you. Wire, write or telephone.

**The Texas Rangers**

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel • Kansas City 6, Mo.

ACTION
speaks louder than words
KLZ

DENVER
560 Kc. CBS Affiliate
Representative:
THE KATZ AGENCY

## FCC Actions

*(Continued from page 69)*

### July 24 Decisions . . .

**BY A BOARD**

**FM Grants**

Authorized cond. grants for one Class A and one Class B FM stations, subject to further review and approval of engineering details. Granted CPs for one Class A and four Class B outlets; also three Class B CPs in lieu of previous cond. See story this issue.

**Designated for Hearing**

**San Gabriel Valley Bcstg. Co., Monrovia, Calif.**—Designated for hearing in consolidated proceeding involving applications for Class A FM stations for Los Angeles application of San Gabriel Valley Bcstg. Co.

**Matta Bcstg. Co. and Pittsburgh Bcstg. Co., Pittsburgh**—Designated for consolidated hearing applications for Class B FM station.

**License Renewal**

**WNBC-FM New York**—Granted license renewal for period ending May 1, 1948.

**License Extension**

**Sarkes Tarzian, Bloomington, Ind.**—Extended present license for W9XBZ to Oct. 1 pending further engineering study.

**AM—1360 kc**

**The Sandhill Community Bcstrs. Inc., Southern Pines, N. C.**—Granted CP new station 1360 kc 1 kw D; engineering cond.

**Assignment of License**

**WPUV Pulaski, Va.**—Granted consent to assignment of license from Howard R. Imboden tr/as Southwest Bcstg. Co. to Southwest Bcstg. Corp., representing Imboden's 50% interest, for $25,000.

**Hearing Designated**

**Kentucky Mountain Holiness Assn., Lawson, Ky., and Wyoming Bcstg. Co., Pineville, W. Va.**—Designated for consolidated hearing application of Kentucky Mountain Holiness Assn. with application of Wyoming Bcstg. Co. both requesting new stations 730 kc 1 kw D.

**Lakes Area Bcstg. Co., Pryor, Okla.**—Designated for hearing application for new station 1370 kc 250 w D.

**Petition Denied**

**KVAL Brownsville, Tex.**—Adopted order denying petition for waiver of Sec. 1.363 (a) of Rules and accept for filing its application for CP to change assignment from 1490 kc 250 w to 1480 kc 1 kw DA.

**Hearing Designated**

**WHOM Jersey City, N. J.**—Designated for hearing application for mod. license to change main studio to New York.

**Modification of CP**

**KSEL Lubbock, Tex.**—Granted mod. CP to change DA by reducing overall tower height.

**Hearing Designated**

**Bert Williamson, Martinez, Calif.**—Designated for hearing application for new station 1340 kc 250 w unl. and made KSRO Santa Rosa party to proceeding.

**Application Denied**

**KBKI Alice, Tex.**—Denied application for SSA to operate unl. with 1 kw-D 100 w-N and dismissed petition to accept application for filing and grant, and petition of KNX to dismiss.

**Texas Gulf Coast Bcstg. Co., Corpus Christi, and KBKI Alice, Tex.**—Designated for consolidated hearing application of Texas Gulf Coast Bcstg. Co. for new station 1070 kc 10 kw unl. DA and application of KBKI to change from 1070 kc 1 kw D to 1070 kc 5 kw unl. DA-N.

**License Renewal**

Renewal of license was granted 41 standard stations and extension of present licenses given 10 other AM outlets. See story this issue.

### July 24 Applications . . .

**ACCEPTED FOR FILING**

**AM—630 kc**

**Pat Murphy Courington, Albertville, Ala.**—CP new standard station 630 kc 850 w D. AMENDED to change power from 250 w to 500 w and change type trans.

**License for CP**

**WSFA Montgomery, Ala.**—License to cover CP, as mod., which authorized increase power, install DA-N and authority to determine operating power by direct measurement of ant. power.

**Modification of CP**

**WJRD Tuscaloosa, Ala.**—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio locations, to change trans.

**FM—Unassigned**

**International Evangelical Christian Church, Los Angeles**—CP new noncommercial educational station on frequency to be assigned by FCC and ERP 100 w.

**AM—650 kc**

**Wilmington Tri-State Bcstg. Co. Inc., Wilmington, Del.**—CP new standard station 650 kc 250 w D. AMENDED to make changes in directors.

**Modification of CP**

**WKMA Quitman, Ga.**—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

**KRLC Lewiston, Ida.**—Mod. CP, as mod., which authorized to change name of licensee, change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

**License for CP**

**WTOM Bloomington, Ind.**—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

**FM—102.7 mc**

**Radio Station WAIT Chicago**—CP new FM station (metropolitan) on Channel 229, 93.7 mc; 241, 96.1 mc; or 263, 100.5 mc. AMENDED to specify frequency as Channel 274, 102.7 mc.

**FM—Unassigned**

**Metropolitan Radio Corp. of Chicago Inc., Chicago**—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 34.5 kw.

**Modification of CP**

**WSIV Pekin, Ill.**—Mod. CP which authorized increase in power, change type trans. and change studio location, to change frequency from 1140 kc to 1150 kc, change power and hours from 1 kw D to 500 w-N 1 kw-D unl., install DA-DN and extension of commencement and completion dates. AMENDED to make changes in DA-DN (DA-2).

**License for CP**

**KSEK Pittsburg, Kan.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**Modification of CP**

**KFH-FM Wichita, Kan.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**AM—1460 kc**

**Modern Bcstg. Co. of Baton Rouge, Inc., Baton Rouge, La.**—CP new standard station 1480 kc 1 kw D. AMENDED to change frequency from 1480 to 1460 kc.

**License for CP**

**WARK Hagerstown, Md.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**Modification of CP**

**WKBZ-FM Muskegon, Mich.**—Mod. CP which authorized new FM station to change trans. site, make changes in ant. system, ERP to 50 kw and change commencement and completion date.

**WCAR-FM Pontiac, Mich.**—Mod. CP which authorized new FM station to change corporate name to WCAR Inc.

**License for CP**

**KBOA Kennett, Mo.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**AM—1250 kc**

**Morristown Bcstg. Co., Morristown, N. J.**—CP new standard station 1250 kc 1 kw D. AMENDED to change power from 1 kw to 500 w.

**Modification of CP**

**KWRN-FM Reno, Nev.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**AM—1460 kc**

**Van Curler Bcstg. Corp., Albany, N. Y.**—CP new standard station 1460 kc 5 kw DA-N and unl. AMENDED re changes in officers, directors and stockholders.

**License for CP**

**WKOP Binghamton, N. Y.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WHLI Hempstead, N. Y.**—License to cover CP which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**WMAP Monroe, N. C.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**AM—1340 kc**

**WAIR Winston-Salem, N. C.**—Authority to determine operating power by direct measurement of ant. power.

**License for CP**

**WJEL Springfield, Ohio**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**AM—910 kc**

**Miami Bcstg. Co., Miami, Okla.**—CP new standard station 910 kc 1 kw DA unl. AMENDED to change DA patterns (DA-2) using DA-1, change type trans.

**Modification of CP**

**WSBA-FM York, Pa.**—Mod. CP, as

### FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,311 licensed, 518 construction permits, 665 applications pending (of which 409 are in hearing); FM—52 licensed, 843 conditional grants, 624 CPs (part of CPs come from conditional grants, others from hearing proceedings), 157 applications pending (84 in hearing); television—six licensed, 59 CPs, 10 applications pending (3 in hearing); noncommercial educational FM—six licensed, 33 CPs, 10 applications pending.

KNOW
The Most Listened-to Station in AUSTIN
*Morning, Afternoon and Night*
AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK
WEED & COMPANY, National Representatives

mod., which authorized new FM station for extension of completion date.

**License for CP**

**WRLA Caguas, P. R.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**AM—1320 kc**

**WKIX Columbia, S. C.**—CP change frequency from 1490 to 1320 kc, increase power from 1 kw to 500 w-N 1 kw-D, install new trans. and DA-N. AMENDED to change trans. location and make changes in ant.

**AM—1370 kc**

**Thomas G. Harris, individually and as Trustee for Coleman Gay, James P. Alexander, E. G. Kingsbury, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey, Austin, Tex.**—CP new standard station 1260 kc 1 kw D. AMENDED to change frequency from 1260 to 1370 kc.

**AM—1380 kc**

**Pryor • Dillard, Raymondville, Tex.**—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1380 kc.

**Modification of CP**

**WTAR-FM Norfolk, Va.**—Mod. CP which authorized new FM station to change ERP to 49 kw, make changes in ant. system and change commencement and completion date.

**FM—100.5 mc**

**Southern Virginia Bcstg. Corp., Crewe, Va.**—CP new FM station (Class B) on Channel 263, 100.5 mc, ERP 10.1 kw.

**AM—1240 kc**

**WROV Roanoke, Va.**—CP to change frequency from 1490 kc to 1240 kc (contingent on WSLS grant to change frequency).

**License for CP**

**WHTN Huntington, W. Va.**—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

**Exp. TV Relay**

**Westinghouse Radio Stations Inc., within continental limits of United States**—CP new experimental television relay station on 6500-7050 mc 0.1 w, emission A5 and unl., in accordance with Sec. 4.131 (b) and 4.163 hours operation.

**License Renewal**

**KEBE Jacksonville, Tex.**—License renewal.

**WDEF Chattanooga, Tenn.**—Same.

**TENDERED FOR FILING**

**AM—1230 kc**

**Englewood Radio and Recording Co., Englewood, Col.**—CP new standard station 1230 kc 250 w unl.

**AM—690 kc**

**William J. Brennan, Jacksonville, Fla.**—CP new standard station 690 kc 5 kw D.

**AM—1370 kc**

**Fairmont Bcstg. Co., Fairmont, Minn.**—CP new standard station 1370 kc 1 kw unl. DA.

**Transfer of Control**

**WGYN New York**—Consent to transfer of control of license and CP for FM station WGYN to Charles E. Merrill and Radio Sales Corp.

**AM—1580 kc**

**Mid-Island Radio Inc., Patchogue, N. Y.**—CP new standard station 1580 kc 250 w D.

## Hearings Before FCC . . .

**JULY 28**

**Further Hearing**

**Wired Music Inc., Rockford, Ill.**—CP 1400 kc 250 w unl.

Respondent: WRJN Racine, Wis.

**Further Hearing**

**Van Curler Bcstg. Corp., Albany, N. Y.**—CP 1460 kc 5 kw unl. DA-N.

**The Joseph Henry Bcstg. Co. Inc., Albany, N. Y.**—CP 1460 kc 5 kw unl. DA-DN. Also for license to operate on present facilities of WOKO, 1460 kc 500-w-N 1 kw-LS unl.

**Governor Dongan Bcstg. Corp., Albany, N. Y.**—CP 1460 kc 5 kw unl. DA-DN.

**JULY 29**

**Further Hearing**

**The Patriot Co., Harrisburg, Pa.**—CP 580 kc 5 kw unl. DA-N.

**WHP Harrisburg, Pa.**—Same.

**WARM Scranton, Pa.**—CP 590 kc 1 kw unl. DA-DN.

**WBAX Wilkes-Barre, Pa.**—Same.

Intervenors: CBS; WTAG Worcester, Mass., and WIAC San Juan, P. R.

**Further Hearing**

**WOWO Fort Wayne, Ind.**—CP 1190 kc 50 kw unl. DA-N.

**WLIB Brooklyn**—CP 1190 kc 5 kw-N 10 kw-D DA unl.

## TWO DECADES AGO

### Pictorial Record Shows WDAY Engineer in 1926

THE DIFFERENCE 21 years can make in a man's life was vividly demonstrated last week to Henry (Static) Shields, studio engineer at WDAY Fargo, N. D.

A WDAY staff member was rummaging through a dusty old file and ran across a photo of Static taken in 1926, four years after the station began operation. At that time Static was a grinning page-boy in a fancy uniform, and he's been with the station ever since, except for a few years when he saw overseas war service.

Then

Now

The only man who has been connected with the station longer than the ex-pageboy is Earl Reineke, founder and president of WDAY.

## *WALTER VAN NOSTRAND 53, DIES IN ATLANTA*

MAJ. WALTER VAN NOSTRAND JR., 53, formerly in charge of aeronautical radio for the U. S. Dept. of Commerce and later with FCC, died at an Atlanta hospital on July 19.

Mr. Van Nostrand joined the Commerce Dept.'s Radio Division as a clerk Sept. 18, 1914. He was transferred to the Department's New York office in December 1915, returning to Washington in June 1916. During World War I he served with the Signal Corps, and after his discharge he was sent by the Commerce Dept. to Norfolk, Va., in March 1919 as an inspector.

Four years later—in September 1923—he was transferred to Atlanta, and in 1930 he was named technical assistant to the director of radio and was in charge of aeronautical radio throughout the country.

Mr. Van Nostrand shifted to the FCC when that body replaced the Federal Radio Commission in 1932. He resigned the following year to open a radio service in Atlanta.

Born in Danbury, Conn., on March 12, 1894, Mr. Van Nostrand was educated in the Danbury schools and at Eastman Business College, Poughkeepsie, N. Y.

Surviving him are his wife and three children, all of Atlanta.

## Commission Authorizes License Renewals to 41

REGULAR renewal of license for the period ending Aug. 1, 1950, was granted last week by FCC to 41 standard stations. WNBC-FM New York was given license renewal for period ending May 1, 1948. Ten AM outlets received temporary license extensions until October 1, pending receipt of renewal applications or for other reasons.

The AM regular renewals went to: WDAX (and aux.) WCBM WMGA WJLD WAGF KSYL WPAY WMIN KTUC KIUP KOKO KTOK KXLK WBOB KCOY KFRU KREO KWON WATW WBLK WBNY WCOS WDAR WEOA WGRC WHBQ WJZM WKMO WKPT WKWK WMBR WRAK WRRN WSAU WTON WTCM KARV KODI KUGN KOLN WORD.

The AM licenses extended on temporary basis include: KEBE KTNM WDEF KVOP WJLB WNOC WCAW WSGC KRKO KTFS.

Sarkes Tarzian, Bloomington, Ind., was given extension of his present license for W9XBZ to October 1 pending further engineering study.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)
$231,837,000 Retail Market
you need
WSAZ
HUNTINGTON, W. VA.
5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
represented by BRANHAM

Studebaker builds national sales with locally produced spot radio programs
ASK YOUR JOHN BLAIR MAN
Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco
JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

Box 672
Odessa, Texas
July 28th

*Dear Timebuyer:*

*Last issue we mentioned making "suckers" out of network stations. Here's how we are doing it.*

*In logging our competitors on a recent Sunday during our broadcast hours the business stacked up this way.*

*Station "a" supposed to be "the biggest show in town" had ten advertisers. Station "b" of "the world's largest network" also had ten.*

*KECK, represented by Donald Cooke and running a music and news policy had more than forty advertisers.*

*Why not find out more about the Station "most" people listen to "most" in West Texas?*

*Yours Truly*
**KECK**

KFMB
*sells*
SAN DIEGO

San Diego again leads all U. S. cities in per capita retail sales. This year folks within 15 miles of our antenna are expected to spend almost $425,000,000. Solid peace-time industry keeps this figure UP. Sell San Diego through KFMB, the ABC station with the "inside" track.

KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

# 5 CPs Are Authorized by FCC, 2 Conditional Grants for FM

TWO CONDITIONAL FM grants and authorization of construction permits for one Class A and four Class B FM stations were announced by FCC last week. Of the conditional grants, one is for a Class A station and the other for a Class B outlet. At the same action the Commission awarded three Class B CPs to existing FM stations in lieu of previous conditions.

Pryor Dillard, rancher and taxi service operator, received the Class A conditional grant for Raymondville, Tex., where he is applicant for a standard station. Proposed assignment is Channel 269, 101.7 mc. His application had been dismissed by FCC but a petition for reinstatement resulted in the present action.

The Class B conditional authorization went to The Bethesda Free Church of Minneapolis, a nonprofit religious organization. No facility was proposed. Both it and the Dillard grant are subject to further review and approval of engineering details.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is height above average terrain and AM affiliation is given in parentheses):

John M. Rivers (WCSC), Charleston, S. C.—Class B, Channel 245, 96.9 mc, 36 kw, 330 ft.

KNOB The Cerritos Broadcasting Co., Long Beach, Calif.—Class A, Channel 276, 103.1 mc, 320 w, 420 ft.

G. W. Covington Jr. (WCOV), Montgomery, Ala.—Class B, Channel 233, 94.5 mc, 15.5 kw, 390 ft.

E. D. Rivers (WGOV), Valdosta, Ga.—Class B, Channel 223, 92.5 mc, 7 kw, 305 ft.

Springfield Broadcasting Corp. (KGBX), Springfield, Mo.—Class B, Channel 225, 92.9 mc, 50 kw, 500 ft.

The following were authorized CPs in lieu of previous conditions:

WDNC-FM Durham Radio Corp., Durham, N. C.—Class B, Channel 286, 105.1 mc, 36 kw, 380 ft.

WCAO-FM The Monumental Radio Co., Baltimore—Class B, Channel 274, 102.7 mc, 20 kw, 400 ft.

WIRL-FM Illinois Valley Broadcasting Co., Peoria, Ill.—Class B, Channel 239, 95.7 mc, 51 kw, 345 ft.

The Commission also ordered that the applications of Radio Projects Inc. for new Class A stations at Jamaica and West New Brighton, N. Y., be dismissed as not in compliance with Sec. 3.203(b) of the rules. The rules section concerns assignment of Class A facilities.

## LOMBARDO BATTLE
### Orchestra Leader Buys WJMO Time to Prove Popularity

IT WAS band leader vs. disc jockey in Cleveland, with the listeners right in the thick of the fight.

Finding one of his recent shows slightly top-heavy with Guy Lombardo recordings, WJMO's Howie Lund voiced his feelings in no uncertain terms and facetiously launched an anti-Lombardo campaign. Mr. Lombardo, hearing of the incident, promptly bought a quarter-hour period on Howie's two-hour show, with the stipulation that it would consist entirely of Guy's recordings.

Then began the battle. Followers of both factions flooded the station with calls and letters. Finally, when the score was tabulated at 734 for Lombardo and 719 for Lund, the disc m.c. admitted defeat and agreed to play Lombardo records—on request. But to make it even tougher, he agreed to introduce the numbers respectfully no matter what he was thinking.

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## Assignment of License For WPUV Authorized

CONSENT was granted last week by FCC to assignment of license of WPUV Pulaski, Va., from Howard R. Imboden trading as Southwest Broadcasting Co. to Southwest Broadcasting Corp., a new firm of which Mr. Imboden is president and 49% owner. He receives $25,000 for his relinquished half-interests.

Reason for the switch was given as Mr. Imboden's inability to devote full time to the station. He acquires fulltime services of Allan S. Aden, vice president and 49% owner of the assignee. Other officers of the new firm are Eleanor T. Imboden, secretary and 1% owner, and W. F. White, treasurer and 1%. Mr. White is in the lumber business.

WPUV is assigned 250 w on 1230 kc.

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## WMMW Staff

APPOINTMENT of three top executives for WMMW Meriden, Conn., new 1-kw outlet which began operation last month, was announced last week by Carl W. Schultz, president of Silver City Crystal Co., station's licensee. They were: James W. Miller, general manager; Bernard S. Morley, assistant manager and program director, and Gabriel Langfelder, chief engineer.

## GRANT CAROLINA FIRM ONLY AM CP FOR WEEK

ONLY ONE construction permit for a new standard station was issued last week by FCC. It went to The Sandhill Community Broadcasters Inc., Southern Pines, N. C. Facilities awarded are 1 kw daytime on 1360 kc. Engineering conditions are involved.

Sandhill Community Broadcasters is composed of Jack S. Younts, chief of ground service, American Overseas Airlines, LaGuardia Field, N. Y., who is president and 55 5/9% owner, and the following, each of whom holds 11 1/9% interest: Elizabeth M. Younts, at one time with the music division of NBC's program department, secretary-treasurer; David R. Grace, security analyst, Sterling Grace & Co., New York; John Mare, vice president, and Oliver R. Grace, partner of Sterling Grace & Co.

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## NBC to Televise Naval Academy Football Games

FOUR football games of the Naval Academy will be televised by the NBC television network this fall, through an arrangement made by Capt. E. B. Taylor, athletic director of the Academy, and Carleton D. Smith, manager of WNBW, NBC's Washington video station. Games include that with Columbia Oct. 4 from Annapolis, and three from Baltimore, with Drake Oct. 11, Georgia Tech Nov. 8 and Penn State Nov. 15.

WBAL-TV Baltimore, which expects to go on the air early this fall, will carry the games, which will also be fed to WNBT New York and WRGB Schenectady if their Saturday afternoon schedues are free. WPTZ Phiadephia is also a member of the network, but it will telecast the home games of Pennsylvania U. under the sponsorship of Atlantic Refining Corp. for the sixth consecutive fall.

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**DICK HAYMES** replaces Andy Russell as singing star of the NBC "Your Hit Parade" program for four weeks beginning Aug. 9 while Andy Russell is on vacation. Show is sponsored on NBC, Sat. 9-9:30 p.m., by American Tobacco Co., New York, through Foote, Cone & Belding, New York.

"VIC" DIEHM SAYS:

It's been PROVEN

Your WAZL advertising dollar will result in direct sales gains. The annual earnings of this rich Anthracite and Industrial region of Pennsylvania totals $55,000,000 per year. That's a lot of money . . . and it's all spent in WAZL's coverage area. Contact WAZL or our National Representative

Radio Advertising Co.
521 Fifth Avenue,
New York City

AFFILIATED WITH NBC - MBS

WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 · Hazleton, Pa.

## Agencies

(*Continued from page 13*)

*your fall radio budget do you estimate will be spent with new stations which have begun operations in 1947?"*

| | % of all respondents |
|---|---|
| None | 38% |
| Less than 5% | 13 |
| 5 | 11 |
| 6-10 | 8 |
| 11-25 | 8 |
| Don't know and no answer | 27 |
| | 100 |

**Average 3%**

Agencies expect to spend an average of 3% of their fall radio budgets with new stations. More than one-quarter of the panel were unable or unwilling to predict how they will use these stations next fall. 38% are planning not to buy any of these stations. 24% will spend 5% or less of their money in these new operations. 11% expect to spend from 6-25% of their budgets on new stations. No agency plans to spend more than 25% of its budget with them.

# BROADCASTING TRENDS

**BASED ON A POLL BY AUDIENCE SURVEYS, INC...**

*"Approximately how much of your planned total radio expenditures this fall we be spent on FM and television?"*

| | % of all respondents | |
|---|---|---|
| | FM | Television |
| None | 68% | 65% |
| Less than 5% | 6% | 9% |
| 5-10% | 5 | 4 |
| Over 10% | 0 | 1 |
| Indefinite or no answer | 21 | 21 |
| | 100 | 100 |

The majority of agencies in June had not planned to budget any money on either FM or Television. 11% reported some money (10% or less of their total planned budgets) will go into FM, with 21% uncertain or non-commital.

In June 14% of the agencies had planned to spend money in television this fall, with most of them planning to spend 10% *or* less of their total budgets in Television and 1% reporting more than 10% will be spent. Again 21% are hesitant to or reluctant to specify their plans.

When asked how these allocations to FM and Television compared to last year, the panel members reported:

| | % of all respondents | |
|---|---|---|
| | FM | Television |
| More | 10% | 11% |
| Less | 2 | 2 |
| Same | 30 | 23 |
| Indefinite or no answer | 58 | 64 |
| | 100 | 100 |

Most of those who plan no use of FM (or TV) this fall offered no comparisons to last year, accounting for the largest portion of the group giving no answer to this question.

This fall 10% of the agencies will use more FM than last, and only 2% plan to use less. 30% expect to spend about the same amount as last year.

Eleven per cent will spend more on television this fall than last. 2% say they plan to cut over last year. 23% will spend about as much as last year.

CANADIAN BROADCASTING CORP. has issued folder containing all regulations bulletins issued in recent months. Folder has been sent to all Canadian broadcasting stations, advertising agencies and others in the industry requiring reference to regulations of CBC. Folder is released through CBC Broadcast Regulations Division, 354 Jarvis Street, Toronto.

When It's **BMI** It's Yours

*Another BMI "Pin Up" Hit—Published by Mellin Music*

**There's That Lonely Feeling Again**

*On Transcriptions:* ASSOCIATED—Art Mooney; CAPITOL—Billy Butterfield, Skitch Henderson; LANG-WORTH—Randy Brooks; THESAURUS—Music of Manhattan; STANDARD—Curt Massey; WORLD—Russ Morgan.

*On Records:* Frankie Carle—Col. 37484; Charlie Spivak—Vic. 20-2287; Louis Prima—Maj. 1145; Freddy Stewart—Cap. 426; Hal McIntyre—MGM 10032; Connee Boswell—Apollo 1064.

BMI

**BROADCAST MUSIC INC.**
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y

## WFIL PLANS COMBINING FACSIMILE AND TV RATES

WFIL Philadelphia, which will be on the air with both television and facsimile stations this fall, will offer time buyers a unique combination of time on the video outlet, WFIL-TV, plus space in the facsimile edition of the *Philadelphia Inquirer*, Roger W. Clipp, general manager of the station, announced Friday.

"The purchase of advertising rights for a telecast and the facsimile rights for the same event provides the advertiser with a logical and practical promotional-merchandising tie-up," Clipp declared.

"While a telecast is being transmitted to homes all over the city," he pointed out, "facsimile receivers will carry the advertiser's account of the event both in homes and in places selected for public demonstration."

Rates for facsimile space are expected to be set up on a per-page, per-recorder basis. Thus, the formula for establishment of charges for facsimile advertising would include the factor of size of space contracted for and circulation, as determined by the estimated thousands of viewers per set. This might necessitate the establishment of two separate rates, one for home receivers and one for receivers set up in demonstration places for public viewing.

## Farm Program Demands On Increase, Lerch Says

A GROWING DEMAND from listeners for more farm news coupled with increased programming on farm topics was noted last week by Don Lerch, director of the CBS *Country Journal*, who has just returned from a tour of the wheat and corn belts of the Midwest.

Mr. Lerch drew his conclusions from talks with farmers, agricultural officials and farm editors of CBS-affiliated stations. Mr. Lerch said that many stations which made their first tentative overtures to farm audiences during the war years have retained farm programs as an integral part of their operation. He said, too, that several program directors have been directing broadcasts on non-technical farm topics at the layman as well as the farmer.

## WFIL Promotes

JAMES T. QUIRK, advertising and promotion manager of WFIL Philadelphia, has been named director of public relations and promotion in a move-up announced by Roger W. Clipp, general manager. At the same time, John D. Scheuer, Jr., director of program operations, was promoted to operations assistant. Mr. Quirk will now be in charge of special events, public service and public relations as well as publicity, promotion and advertising. Mr. Scheuer will coordinate activities of the program, sales and engineering departments.

*Hon. Floyd Smith*
*Campbell-Ewald, Inc.*
*Chicago, Illinois*

*Dear Floyd:*

*No wonder we keep so busy down here. We know that thinkin' up new ideas and hittin' the ball pays off in cash. Fr'instance, take last week . . . right out of a clear blue sky the powers that be, the boss that is, handed each one of us an envelope and what do you think was in it? You guessed it brother, a mid-year bonus . . . amounting to two whole weeks salary. Yes sir these boys and gals are on their toes and the advertisers know it too, that's why so many of them use WCHS, the 5000 watt station.*

*Yrs.*
*Algy*

**WCHS**

**Charleston, W. Va.**

1000 NIGHT
5000 DAY

**Between 1939 and 1946, Mississippi's per capita spendable dollars jumped 237 per cent, leading all states in percentage of increase**

**WJDX** NBC
in
JACKSON, MISSISSIPPI
"Selling America's Fastest-Growing Up-And-Coming Market!"

NATIONAL REPRESENTATIVE
THE GEORGE P. HOLLINGBERY CO.

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA
KOMA OKLA. CITY

DOES THE JOB Alone
WOW
OMAHA
NBC* 590 5000 WATTS
WRITE, WIRE or PHONE
*AFFILIATE
JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

## NAB

*(Continued from page 13)*

vastly simplified, more understandable, better catalogued and cleaned up.

Whether the board will promulgate the code without a convention vote is undecided. Suggestions have been advanced that the revised draft, after consideration by the Program Executive Committee, be submitted to the board and to the membership—possibly a month prior to the Convention—for study and for possible discussion on the floor. A membership vote, however, is not mandatory.

Preparatory to board action, it also is expected that provisions of the code will be discussed with other segments of radio most vitally interested, such as radio advertisers, through the Assn. of National Advertisers, and advertising agencies through the American Assn. of Advertising Agencies.

The code would be promulgated as voluntary standards with no provisions contemplated for enforcement. The stigma of nonobservance, it is thought, would be adequate to bring about compliance with reasonable standards by the vast majority of stations.

### Reduce Commercials

The effect of observance of the commercial limitations, it is thought, would result in a reduction of roughly 15% in the length of daytime commercials. Nighttime programs would not be affected, since the standards would remain unchanged. This should mean no loss in revenue but roughly the same return for less commercial verbiage, with advertisers standing to reap the same or improved results by virtue of less congestion and more adroit handling of copy.

Following the two-day session, July 22-23, Harold Fair, NAB program department director, said the committee was hopeful of having a code ready in time for the Convention.

The meeting was presided over by Robert D. Swezey, vice president and general manager MBS, chairman. Others present were: George Biggar, WIBC; Eugene Carr, WPAY; Roger W. Clipp, WFIL; Walter J. Damm, WTMJ; Ken R. Dyke, NBC; Harold Fellows, WEEI; Gilson Gray, CBS; C. T. Lucy, WRVA; and John M. Outler, WSB. Unable to attend were: Edgar Bill, WMBD, and Gale W. Grubb, KGO. NAB was represented by Justin Miller, president; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Ben Miller and Mr. Fair.

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WABX-FM Harrisburg, Pa., has left the air temporarily to make repairs to the transmitter which was partially submerged during flash flood at Harrisburg July 16. Station plans to return to the air as soon as all necessary repairs are made and it will take this opportunity to install new studio equipment.

**OBSERVING KSD-TV** operations in visit to St. Louis earlier this month were (l to r): L. W. Herzog, WTMJ Milwaukee; Phil Laeser, Milwaukee; Amon C. Carter Jr., WBAP Fort Worth; R. C. Stinson, Fort Worth, and John D. Klug, KSTP St. Paul. The visitors, all prospective telecasters, inspected KSD-TV quarters and equipment in *St. Louis Post Dispatch* Annex Bldg. and attended night baseball game telecast by KSD-TV as part of its regular three-weekly baseball feature.

# FCC to Clear Up Docket Cases Before Starting Fall Hearings

FCC IS DETERMINED to get out decisions on docket cases already heard before embarking on its fall round of new hearings.

It hopes to have this backlog, now standing at about 50 groups of applications, cleared away or at least whittled down to eight or ten by mid-September.

To accomplish this job, the 10 newly appointed examiners of the new Hearing Division, plus all other available staff members, have been put to work reviewing hearing records and preparing and polishing decisions on the cases already heard.

### Backlog of 175

It has been estimated that the average docket case is composed of from three to four competing applications. This would put the present backlog at approximately 175 applications. While they consist mostly of AM cases, some FM proceedings are included.

Counting cases set for hearing but not yet heard, the docket total reaches toward 500. These include slightly more than 400 AM applications, about 80 FM, and three television.

With only a few hearings scheduled during the summer, the new hearing examiners are able to devote their time primarily to work on cases in which the hearing record has been closed. They are being assisted by as many other FCC legal staff members as are available for this work.

FCC authorities said flatly they do not propose to start new hearings until decisions have been prepared on all or almost all of the cases already heard.

Some hearings will be held, of course, in cases where hearing dates have been set or where further hearings carry over from earlier proceedings. For the most part, only a few scattered hearings have been scheduled for the summer months.

It originally was expected that the new hearing calendar, due for release next month, would call for first proceedings to start around Labor Day. In view of the effort to close out pending cases, and also because NAB's annual convention is scheduled for the week of Sept. 15, observers think now that there will be few if any cases slated for hearing before the latter part of that month.

IT'S A FACT!
THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET
ASK HEADLEY REED
WFMJ
YOUNGSTOWN, OHIO
COMING SOON 5000 WATTS

## Radio Impact

(*Continued from page 17*)

conclusively proved by the resulting sales of the test items advertised. We sold 1,200 Nitey Nite Sleepers within a period of three days. We exhausted our supply of Trimalume Baby Baths. Our Minneapolis Nestling Crib Blankets produced more volume through radio advertising. It popularized our Kayser infants' underwear, and with one announcement on *Weekly News Roundup* we had long distance calls from as far as Ozona, Tex., over 500 miles away."

### Charge Customers Study

Another research project undertaken at Joske's while the survey of radio advertising's effect on department and item sales was in progress also revealed interesting results. This survey, made for the purpose of measuring the effect of radio advertising on charge-account customers showed that:

> **Charge - account customers who listened to Joske's radio programs spent more money by 14.39%, made more purchases by .93%, and spent more per purchase by 8.56%, than charge-account customers who did not listen to Joske's radio programs.**

In making the charge-account survey the "matched sample" research technique was applied. Charge customers were analyzed in terms of home location, with 1,500 of them being selected from the store's addressograph plate files as a random sample. From this sample a so-called "panel" of 500 customers was chosen on a proportional, zonal-breakdown basis to insure efficient routing of the personal interviewers. Diaries of radio listening were used to record the degree of listening to Joske programs by individual customers. Diary was designed to provide a record of listening by individual family members for 15-minute intervals from 6 a.m. to midnight. Students in advertising at Trinity U. did the interviewing.

Purchases of the charge-account "panel" members were recorded for two consecutive months and summarized by total dollar amount purchased and by number of transactions. Results of this portion of the study are indicated above.

**Charge Purchase Analysis by Matched Samples Of Charge-Account Customers**

| | By Listeners | By Non-Listeners | Listeners Over Non-Listeners |
|---|---|---|---|
| Average amount purchased during the 60-day period — | $48.09 | $42.04 | +14.39% |
| Average number of purchases during the 60-day period — | 6.49 | 6.43 | + .93% |
| Average amount per purchase | $7.10 | 6.54 | + 8.56% |

A glance at the comparison reveals in sharp outline how charge-account customers who listened to Joske's radio programs made more purchases and spent more per item purchased than did non-listeners.

# Marshall Field Entrance Into Television Is Seen Through Bid for 'Chicago Times'

MARSHALL FIELDS' bid last week for purchase of the *Chicago Times*, tabloid newspaper, may be of more than average significance to the radio industry on the basis of the facts at hand, according to Chicago radio sources.

Mr. Field, through his radio advisor, Howard Lane, has already revealed his intention of beginning operation of three FM stations by the first of next year, with one of them located in Chicago. WJJD, one of Mr. Field's AM stations, is expected to begin construction of an FM antenna atop its building at 230 N. Michigan Ave., as soon as possible, with similar construction planned for stations in Cincinnati and Portland, Ore.

### 'Chicago Times' Considers

While the *Chicago Times* has not actually filed as yet for a television channel, it has been "exploring the possibilities," according to Russ Stewart, general manager of the *Times*, to the extent of making "overtures to building owners" for possible purchase and "a survey of factors involved." Mr. Field or his advisor, Mr. Lane, could not be reached for comment on the possibility of a potential Field video outlet. However, if the bid for the times goes through, as is expected pending agreement among its 488 stockholders, then it seems probable, it is pointed out, that Mr. Field will give continued consideration to the idea originally entertained by its present publisher, Richard J. Finnegan. In the event of its purchase, Mr. Finnegan would retain his present position as editor and publisher, according to Mr. Field. Such a development, it is also said, would mean that the young millionaire would be in a position to participate in three mediums—television, as well as FM and AM.

# 36,000 Employment In Radio Industry

### Commerce Figures Show 800% Increase From '29-'46

NUMBER of employes in the broadcasting industry jumped from 4,000 to 36,000 or 800% from 1929 to 1946 according to figures contained in the Dept. of Commerce report on National Income issued this month.

The report, a result of an extensive five year research project, shows a similar skyrocketing of radio's national income during the same period from $28,000,000 to $214,000,000. Total national income from all industries during this period went from $87,355,000,000 to $178,204,000,000.

The low figure for radio's income was $8,000,000 in 1930, but the amount has shown an increase every year since. The income for the entire communications field, which includes telephone, telegraph, radio broadcasting, gas and electric utilities and local public services, amounted to $2,878,000,000 in 1929 and $4,747,000,000 in 1946.

Wages and salaries showed a commensurate rise with other phases in radio's growth, going from $10,000,000 in 1929 to $133,000,000 in 1946.

Average annual earnings for employes in the radio industry was $2,513 in 1929, increasing to $3,694 in 1946. This exceeds the national average for all industries, which amounted to $1,421 in 1929 and $2,357 in 1946.

HOTEL STRAND
*Atlantic City's Hotel of Distinction*
ATTENTION DELEGATES
We invite all delegates to the National Association of Broadcasters Convention in Atlantic City, Sept. 13th to 18th to make this lovely hotel "Your Headquarters".
Beautifully Furnished Rooms . . . Salt Water Baths . . . Open and Inclosed Sun Verandas . . . Sun Decks atop . . . Cuisine Unsurpassed . . . Garage on Premises . . . Every Facility . . .
Attractive Rates — Make Reservations NOW.
*Exclusive Pennsylvania Avenue and Boardwalk*

KSFO SAN FRANCISCO
MUSIC MOVES MERCHANDISE
560
Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Universal Radio Sales representative.
*Wesley I. Dumm, President*
*Philip G. Lasky, Vice-President*

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, Inc.
Exclusive National Representatives
JOHN ELMER
President
GEORGE H. ROEDER
General Manager

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE
~
WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

*Studios & General Offices*
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

PIONEERING IN
KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

## Network FM

*(Continued from page 15)*

and Senior Attorney Howard L. Hausman, representing CBS; Robert D. Swezey, vice president and general manager of Mutual; and Mr. Bailey, Leonard H. Marks, and Gordon Gray for FMA. Mr. Gray, principal owner of WMIT(FM) Winston-Salem, N. C., and Mr. Marks, FMA general counsel, are members of FMA's network liaison committee. (For network representatives among those conferring with NAB's Employe-Employer Relations Committee, see story page 84.)

The reaction of the union to KWK's dropping of 10 of its 16 union musicians upon the expiration of their contracts was viewed in the industry as an example of what AFM might do if networks duplicated their musical programs on FM.

Ray E. Dady, KWK vice president and station director, noted last week that the station's AFM quota had been 12 musicians at $67.50 per week, with scale-and-a-half for the leader, and that the station also employed four union musicians to handle turntables at $55 per week.

When the contracts expired July 18 and KWK laid off "our non-productive instrumentalists," retaining the musical director and staff organist and the four turntable men, Mr. Dady said, the union asked for $200 per week for the musical director, or leader, and $200 for the staff organist. Whereas the old contract provided for 2½ hours of rehearsal or broadcast time per day (six days a week), to be worked within a span of eight hours from the time the men reported for work, Mr. Dady said the new demand cut the span to 5 hours.

### Requested Schedule

"We also asked the union for a schedule of single-engagement rates for a network sustaining program which we have presented on MBS for many months," he declared. He said the broadcast has been presented without additional charge in the past, but that the union now asked for a single-engagement price of $50 per man and $100 for the leader for this program, including 1½ hours rehearsal time.

"Needless to say," he asserted, "we did not elect to pay that schedule of prices, and we did not keep the staff organist, as we had hoped to do at the time we announced the initial layoff."

Mr. Dady said the station acceded to the union's request for $10 a week increase for the four turntable men.

He said he had "never quarreled with the principle that the union has the right to establish rates of pay and working conditions for its men, so long as we are given the right to pay the price or do without their services." KWK's relations with the St. Louis local, he added, "have always been cordial" and "we have found the officers and members to be men of their word . . . and I confidently expect that some reasonable basis of dealing with the musicians will be re-established."

## All But Gray Win

SOMEBODY at WCAU Philadelphia discovered last week that a horse named "Gordon Gray" was running in trotting races at Westbury, N. Y. Gordon Gray is also the name of the station's assistant general manager and sales director. It looked like a natural and almost everyone in the station played their hunch right on the nose. "Gordon Gray" romped home a winner, and so did the bettors—all but the real Gordon Gray, who failed to back his namesake.

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## WBT Extends Coverage With Booster Station

WBT's SATELLITE station was authorized last week to operate from a location five miles northeast of Shelby, N. C., for benefit of nighttime listeners west of Charlotte.

Engineers estimate installation, with 1000 w, will bring WBT night programs to over 1,000,000 of the station's listeners west of Charlotte with better clarity and much higher fidelity.

The new station was completed at cost of $75,000. It was scheduled to go on the air for the first time at 7 p.m., July 26.

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**UNITED NATIONS** Council of Philadelphia has requested transcriptions of special documentary program, marking second anniversary of signing of UN charter, which was heard over WPEN Philadelphia. Program called "This Is Your Chance," was written and produced by Gil Babbitt, special features director of WPEN. UN Council will use transcriptions for meeting throughout counties in Philadelphia.

## AFM and Educators

*(Continued from page 15)*

has failed to use his own showmanship to his advantage. He should have a good press, but he doesn't know anything about dealing with the public, about what the public wants, or what the term 'public relations' means."

### Unusual Treatment

It was the first time the music union boss had received such kindly treatment from Congress. Mr. Kearns commented that he was aware that the procedure was unusual but that he was "very hopeful and quite optimistic" that this treatment would produce better results than a "belligerent prosecution." He declared that there was a great need in the entertainment industry for parties at odds to sit down around the same table and thresh out their differences in an effort to reach a compromise.

The Labor subcommittee is scheduled to meet in Hollywood to conduct hearings on AFM relations with the movie and television industries. The inquiry is also slated to probe alleged interference by the AFM with FM development.

The group will return to Washington in September to continue hearings. The subpoena which remains in effect on Mr. Petrillo is to insure his appearance in Washington at the September hearings.

The committee opened the AFM hearings in Washington on July 7, but interrupted them after two days to give the union a chance to comply with the Lea Act and the Taft-Hartley Labor Law. Mr. Kearns said there is every reason to believe that the AFM is doing everything possible to cooperate with the Committee.

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**KXEL** Waterloo, Iowa, has received a plaque "for exceptional and meritorious conduct in the performance of outstanding service for the Disabled American Veterans," presented by the DAV during state convention held in Waterloo, June 6-9.

NETWORK TIME
LOCAL TIME
EST
CST
MST
PST

*To Network Executives . .*

A TIME PLAN TO
ELIMINATE DELAYED
ET's of your line shows

ANY network offering can be accepted by your affiliate with the Mosby Plan of Time Allocation. Because local programs are confined to the 3rd quarter of every hour. Remaining time belongs to the networks. Affiliates can then accept any network offering and yet know their local commercials are safely slotted in their guaranteed 3rd quarter hour. Let's give it a try.

The ART MOSBY STATIONS
CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA
KANA • KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW
(DEC. 1, 1947)
MONTANA

**TICKLING THE IVORIES** for Robert E. Kintner (l), executive vice president of ABC, and C. H. Cottington (r), vice president in charge of radio department of Erwin, Wasey & Co. Inc., is Eddy Duchin, whose broadcasts are heard over ABC Mon.-Wed.-Fri., 4:30-4:45 p.m. (EDST), for Kreml Hair Tonic and Shampoo. Duchin show made its ABC debut July 14.

## *OFFER DEMONSTRATION BY 'JEEP' VIDEO UNIT*

TELEVISION ASSOC., Chicago video organization headed by William C. Eddy, noted television engineer and manager of WBKB Chicago, is making its "jeep" video demonstration unit available to commercial and institutional clients in all parts of the country.

Unlike the RCA-Allied Stores Television Caravan, which carries its own full talent and production crew and puts on its own programs, complete even to commercials, the Television Assoc. unit comprises only the video camera, receivers, technical equipment and a technical operating staff. The programming is left entirely up to the organization leasing the unit.

Libby, McNeill & Libby has used the unit on two occasions during conventions, Sears Roebuck & Co. has used it in connection with store openings and it has also been employed by Reliance Mfg. Co. Unit is currently booked by Adams Department Store in Buffalo, Sears in Evansville, Ind., and KGNC Amarillo, Tex.

# Singing Commercial, Whether Artistic Or Not, Brings Results, Survey Shows

THERE WAS EVIDENCE last week that the singing commercial—whatever its artistic stature—is hitting a high note of success for any commercial, rhymed or in blank verse. The Pulse Inc. made public the results of an audience survey on brand remembrance which shows that in each of five separate product categories brands identified with singing commercials or jingles headed the list.

The survey was based on replies to questionnaires filled out by 500 New Yorkers. The first question was: Have you heard any chewing gum advertising on the radio lately—spot announcements, programs, jingles or songs? Which brands of gum? The question was repeated for cigarettes, clothing, beer and soft drinks.

In the first category the list was topped by Chiclet's "I like Chiclet's candy-coated chewing gum, I am going right out now and buy me some," which was named by 165 (33%) of the respondents. Second was Dentyne ("Dentyne chewing gum, Dentyne chewing gum!") with 105 or 21%. Wrigley's, which does not use jingles or singing commercials, followed with 45 identifications.

Among cigarettes Lucky Strike ("LS-MFT") held a comfortable lead with 134 or 60.6%. Chesterfield ("Always milder, better tasting, cooler smoking—ABC) followed with 122 or 54.8%. Camels ("C-am-el-s") was third with 112 or 50%, followed by Phillip Morris ("Call for Phillip Morr-is!") with 94 or 42.5%.

Among clothing stores Robert Hall ("Robert Hall this season will show you the reason . . .") led the field with 71 or 32.2%. Barney's "Calling all men to Barney's") was tied at 67 or 30.4% with Bond Clothes.

In the brewing industry Piel's beer ("It's delicious, yum, yum, yum . . .") was far ahead, being identified by 209 or 41.8% of the respondents. Following in order were Pabst, 166 or 33.2%, and Ruppert's, 131 or 16.2%.

Pepsi-Cola ("Pepsi-Cola hits the spot . . .") was in a class by itself with 321 or 64.2%. Coca-Cola was next with 75 or 15.0% and Ever-Vess ("Ever-Vess, yes, yes!") was third with 44 or 8.8%.

The Pulse's survey was conducted under the supervision of Dr. Sydney Roslow, director, on behalf of agencies for several of the products named.

## Radio Panel

RADIO, represented by five members of the Georgia Assn. of Broadcasters, emerged with virtually a clean bill of health after a two-hour public opinion panel at the Leadership Training Institute, July 17-19 at the U. of Georgia in Athens. Discussing editorializing on the air, the majority of the panel was against radio stations taking stands on issues, but the audience felt that broadcasters should speak out on community matters. Representing radio were Walter Paschall, WSB Atlanta; Russ Holt, WGAA Gainesville; Belmont Dennis, WMOC Covington; Wilton Cobb, WMAZ Macon, and Edwin Mullinax, WLAG LaGrange.

## AT&T Rates

(*Continued from page 20*)

prove the transition of coaxial operation from experimental to commercial usage. An application for that approval has been filed by AT&T but has not yet received action by the Commission.

The telephone company's action, observers felt, clearly indicated a desire to cooperate with industry in working out a happier solution. AT&T officials declined to comment beyond the company's prepared statement, but the industry generally felt that AT&T authorities regarded it as unwise to press the proposed rates in the face of the almost unanimous opposition they had engendered.

FCC's announcement that it had approved the withdrawal gave specific indication that AT&T proposed to make its "further studies" in cooperation with television industry representatives. AT&T's public statement in this respect said only that the action was taken "to permit further studies of the technical problems." The withdrawal was "without prejudice to a subsequent filing of tariffs for this [intercity relay] service by the company."

AT&T said "no change is contemplated in the basis of charges for pick-up and other wire and radio facilities provided by Bell System telephone companies for special point-to-point transmission of television programs."

## WCHS STEPS IN
### Station Gets Citizen Action On Health Conditions

DEMONSTRATION of what radio can do when it acts as an amplifier for public issues has been dramatically presented by WCHS Charleston, W. Va.

The station picked up the cudgel for the creation of a joint county-city health service last December when the Kanawha County health officer, Dr. E. W. Langs, resigned because of unsatisfactory conditions.

The issue might have died accompanied by a few newspaper stories. What was needed was a strong voice. WCHS provided not only the voice, but also an auditorium for mass meetings.

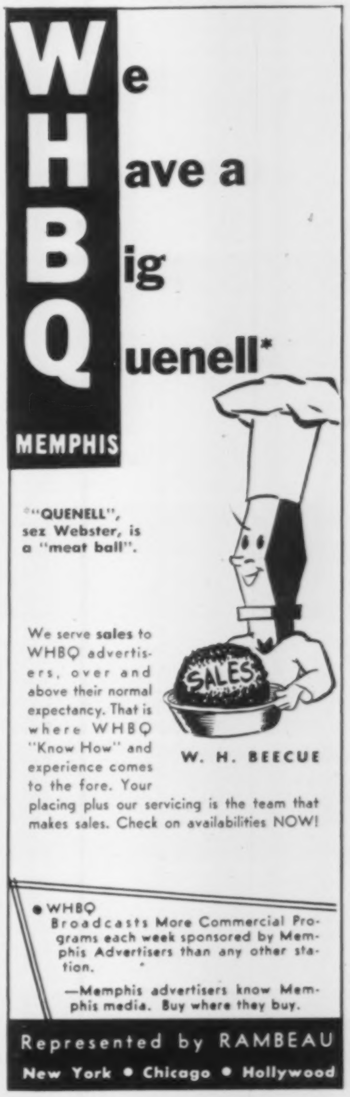
Today the health of Kanawha and Charleston citizens is protected by a joint health service, arranged by contract signed June 30. Managing director of the station, Howard L. Chernoff, concedes that WCHS "did the community a good turn." The newspapers went a little further to say that the campaign was "sponsored by WCHS."

NBC AFFILIATE

FOR BAKERSFIELD KERO

ask Avery-Knodel, INC.

RODMAN RADIO STATION - KERO - BAKERSFIELD, CALIF.



We Have a Big Quenell*

MEMPHIS

*"QUENELL", sez Webster, is a "meat ball".

SALES

We serve **sales** to WHBQ advertisers, over and above their normal expectancy. That is where WHBQ "Know How" and experience comes to the fore. Your placing plus our servicing is the team that makes sales. Check on availabilities NOW!

W. H. BEECUE

• WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.

—Memphis advertisers know Memphis media. Buy where they buy.

Represented by RAMBEAU

New York • Chicago • Hollywood

*Sales Engineers*

Old established manufacturer of broadcasting equipment has openings for several qualified sales engineers. Here is your opportunity to have a good income selling equipment to broadcasting stations. These positions require men having a thorough knowledge of the field of broadcasting both from a technical and business standpoint. Please give full particulars in your reply concerning past employment, age, education, marital status, remuneration expected and geographical area preferred. Reply to Box 883, BROADCASTING.

BROADCASTING IS BASIC WITH BUYERS

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

## Help Wanted

**Engineer**—Opportunity for young GI, single, with engineering degree or equivalent and first class license, at new KMBC-owned station near Concordia, Kansas. Write fully. A. R. Moler, Chief Engineer, KMBC, Kansas City, Missouri.

**Announcer - operators with ticket.** Three wanted. Send disc, if possible, photo, and experience, also state salary required. For new FM station near Detroit on the air about September 1st. WJJW, Wyandotte, Mich.

**Salesmen** with experience wanted by a 250 watt network station serving communities with approximately 60,000 population. Must be a real producer. Box 930, BROADCASTING.

**Salesman** wanted 1000 watt network station in the south. Salary plus commission. Permanent for man who can produce. Box 950, BROADCASTING.

**Announcer**, engineer, commercial manager for one of Michigan's best small stations. Permanent, immediate employment to qualifying persons. Tell all in first reply. Box 973, BROADCASTING.

**Complete staff** for new regional network affiliate in metropolitan mid-south community. All positions open including general manager, program director, chief engineer, announcers, engineers, continuity writer, salesmen. Excellent working conditions. No replies wanted from floaters or radio school graduates. Please reply noting expected remuneration, experience and at least three recommendations which will be checked thoroughly and picture to Box 992, BROADCASTING.

**Chief engineer** wanted new regional network affiliate in mid-south. Pleasant community, good working conditions. Must be thoroughly experienced. State expected salary, experience and recommendations to Box 993, BROADCASTING.

**General manager** wanted new regional network operation in mid-south. Must be experienced manager with agency contacts, proven record of performance and at least five recommendations that can be thoroughly checked. State expected salary and other conditions. Replies treated confidentially. Reply to Box 994, BROADCASTING.

**Announcer**—Experienced announcer for Mutual affiliate in southeast. Good working conditions in well-equipped studios. Versatility necessary so please do not answer this ad unless you have two years commercial experience. List abilities, salary expected. Box 4, BROADCASTING.

**Experienced time salesman** wanted by new local station in southwest. Want man, preferably from southwest, with record of performance. Salary and commission. Real opportunity for capable man. Box 8, BROADCASTING.

**Program director** who can build programs that sell. No prima donnas or glamour boys. Want man who has "box-office" complex. Good job and opportunity for advancement. Box 9, BROADCASTING.

**News editor-announcer.** Experienced in compiling and editing local and wire news, newscasting and general announcing. Permanent position with a future. Network regional. Give complete particulars about yourself, including previous experience and salary expected. Box 16, BROADCASTING.

**Engineer.** Experienced installation. for new 250 watt station in heart of Kentucky's Blue Grass. Ex GI preferred. Begin work middle of August. Living quarters available. Box 25, BROADCASTING.

**Chief engineer**—Midwest ABC affiliate. Must have construction experience both studio and transmitter. Prefer with directional operation background. Starting salary $350 to $400 per month. Write stating full experience, education, references and include photo to Box 26, BROADCASTING.

**Two announcers,** two engineers for new station in southwest. Competitive area. Experienced only apply. Salary and advancement commensurate with ability. Box 27, BROADCASTING.

**Continuity writer-announcer.** Capable of turning out copy that sells. Previous experience in metropolitan market desirable. State all pertinent information, including salary desired. Box 17, BROADCASTING.

## Help Wanted (Cont'd)

**Engineer** with 1st class ticket. No announcing, but must be experienced in turntable operation, with a sense of production.. Good pay and apt in new building for right man. Extreme south Texas with Florida climate, low living cost makes this an attractive proposition. Job open in September, some construction work preceding opening in October. Married man with one child preferred. but single men considered. Box 39, BROADCASTING.

**Music director** (organist-solovox, piano-player), announcers, salesmen, announcer-operators, copywriter and chief engineer outside U. S. RRR, Personnel Service, Box 413, Philadelphia.

**Wanted:** News editor to head local news bureau. If qualified, write WJTN, Jamestown, New York.

**Wanted**—Program director. Send references, audition disc, picture, salary expected. Must have minimum of 3 years experience. Housing available. Must be capable of personnel direction. Write Wayne Phelps, KHUZ, Borger, Texas.

**Are you a first rate** time salesman, skilled in sales, sales promotion and merchandising? Do you have creative ability to develop ideas and build programs that will sell? Do you have the ability, drive and determination needed in a competitive market to earn at least $5000.00 a year. Give full particulars first letter. Radio Stations WJMR-WRCM (FM), New Orleans, La.

**Engineer,** GI, experience, station construction. GI announcer. Time salesman. Box 902, Canton, Ohio.

**Good all-round announcer** for well established station, southern market. Morning man desired. Box 55, BROADCASTING.

## Situations Wanted

**Promising announcer-writer.** 24. Eight months experience; also, Army show. 3½ years college; advanced graduate NYC's leading radio school. Available June 24. Will travel. Disc, copy, photo. Box 590, BROADCASTING.

**Ass't sales mgr.,** presently employed but desirous worthwhile permanent position with stable organization at salary commensurate with present earnings. Box 799, BROADCASTING.

**Successful** announcer-editor-writer-actor. Seeks change. Box 885, BROADCASTING.

**Chief engineer** desires change. University degree in communications engineering, with seven years experience in installation, construction, and operation of station and directional arrays. Box 971, BROADCASTING.

**Engineer,** experienced, studios, transmitter, ten years; complete offer please. Box 975, BROADCASTING.

**Engineer**—1st fone, 2nd telegraph. RCA graduate. Will travel. Box 998, BROADCASTING.

**Experienced announcer,** presently employed, available first week of September. Not a David Ross, but a pleasant, selling voice. Can be authoritative, serious or gay. Good interpretation of program materials. Congenial, conscientious, reliable. Desire staff spot near Chicago with station which believes in good radio. Operate console. Veteran, married, one child. Box 999, BROADCASTING

**Announcer,** staff, vet, reliable. Trained in all phases of broadcasting. Box 1, BROADCASTING.

**Young, hard-working,** experienced announcer, married, would like job in 1000 watt or larger station. Records, participation, some sports, news, Box 2, BROADCASTING.

**General manager** available. Family man, fifteen years experience. Mature, sober, dependable. Top record and references. Prefer south. For interview write Box 3, BROADCASTING.

**Versatile young woman,** college graduate, year's experience in progressive 5000 watt metropolitan station program department, continuity, production. Commercial copy and creative writing. Excellent references. Box 5, BROADCASTING.

**Announcer,** single, 24, veteran. Attended leading Chicago radio college. Will go anywhere. Disc, photo, available. Box 6, BROADCASTING.

*Available . . .*

**NEWS COMMENTATOR**

A qualified newsman and network foreign correspondent with a rarely-equaled international background is interested in a permanent connection with a progressive station.

This man can give your listeners a dignified news presentation and analysis of now-vital U.S. activities on the international scene, based on more than fifteen years of first hand observation **all over the world.**

He has written for top U.S. newspapers, wire services and "name" magazines. His voice and delivery are excellent. His ideas sound and free from questionable "isms" —(he's seen Russia!)

He is the head of a happy family —a solid citizen—proud of the references he can offer. If you would like to include this kind of man with his experience in your programming write

**Box 40, BROADCASTING**

**The trade mark, FAXIMILE has been applied for registration by Faximile, Inc., and the trade mark, FAXPAPER has been applied for registration by Radio Inventions, Inc.**

**These trade marks are to designate the products produced by Faximile, Inc., and Radio Inventions, Inc., and the products of licensees of the above companies. FAXIMILE, INC.-RADIO INVENTIONS, INC.—155 PERRY STREET, NEW YORK 14, N. Y.**

**The trade mark,**

faximile

**is now being used by Faximile, Inc., and registration will be applied for when term of use u-der the Trade Mark Laws has been completed.**

**TOWER FOR SALE**

**350 ft. Lingo steel tubular tower complete with guys, beacon, lighting system. All in excellent condition. Not needed in our expansion program. Make us offer. Available about Sept. 15. WBOC, Radio Park, Salisbury, Md.**

**PRODUCTION-SPORTS-MANAGEMENT.**
**Available for one or combination of these. Network, metropolitan calibre sports. Will consider all offers. 10 years experience all phases. Refs, includes FCC, agency, execs. Off air trans. Age 30, stable.**
**Box 41, BROADCASTING**

**WANTED — TRANSCRIPTION BROKERS AND SALESMEN**

**New children's show. Year 'round public service feature. Universal appeal to build Hooper ratings for small stations. Some territories open on exclusive franchise basis. State your experience, territory, and present programs. Box 954, BROADCASTING**

EXPERIENCED MANAGER AVAILABLE

14 years background with top jobs all except engineering. Five years and currently manager successful network affiliate AM and FM. Consider either putting station on or keeping one on.

BOX 22, BROADCASTING

## Situations Wanted (Cont'd)

**Engineer,** first class, vet, three years experience, AM-FM. Box 7, BROADCASTING.

**Top newsman** and all-round announcer desires change. Experience in sports, special events, continuity and programming. Box 10, BROADCASTING.

**Young woman,** feature artist, excellent voice. Experienced in mike work, directing and writing. Snappy ideas that have sold. Box 11, BROADCASTING.

**Practical radio veteran** desires permanent position with college or university. Master's Degree. Qualified to teach all branches of radio broadcasting and capable of managing college station or supervising radio department. Box 12, BROADCASTING.

**Veteran** radio man in early thirties, experienced in all phases of broadcasting, including program and musical directing, continuity, announcing, engineering, and sales—desires permanent position as executive in new station or responsible job with larger established station. Box 13, BROADCASTING.

**General manager**—If you are looking for a man to take complete charge of your station (or a CP), read this: I have 13 years experience in radio covering all phases of station management plus New York agency experience. I can assume full responsibility for staffing and programming your station (if new), or taking full charge of existing station. I can handle your sales problems, agency or network contacts, and programs. I have actually served in every capacity except engineering, so my experience is first hand—not theoretical. Full references available. Box 28, BROADCASTING.

**Experienced college grad,** NBC trained announcer, program director. State all first letter please. Box 31, BROADCASTING.

**Vet,** desires GI training in sales, announcing or technician work. Good sales background. Will travel. Box 32, BROADCASTING.

**Two announcers.** Three years experience each, together or separate. Prefer midwest. Box 33, BROADCASTING.

**Engineer.** Experienced transmitter and control, AM and FM, network and independent. Can do sports and some news if necessary. Age 27, single, steady. Prefer south or west. Available after August 15. Box 34, BROADCASTING.

**Veteran,** 28, six years experience including newscasting, announcing, writing, acting, selling and control operator. Graduate of Chicago's leading radio school. Desire position in progressive station. No drifter. Dependable, conscientious. Available August 10. Disc on application. Forrest Cox, Brady, Texas.

**Hal Styles** may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

**Announcer**—Veteran, 25, single. Graduate nationally known radio school. Operation, announcing, sports, disc jockey, continuity. Go anywhere. Photo, disc, references upon request. Harker Smith, Box 480, RFD 2, San Marcos, Calif.

**Engineers,** first class, with extensive modern training for commercial broadcast. FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

**As result** of unpleasantness resulting from justified salary discrimination in favor of this A-1 announcer with Master's Degree, three years experience, change of location is sought. Now employed 250 watt tobacco network—Mutual affiliate. Best references. Married. South preferred. Bill Gatling, Edgewood Apartments, K-2, Goldsboro, N. C. Phone 1550, 6 to 11 A. M.

**Announcer,** veteran. Single, college, service experience. Capable. Disc, photo on request. Bud Richards, 7007 W. 26th Place, Berwyn, Illinois.

**Disc jockey** with good ideas. Staff announcing. Single. Any locale. Photograph, disc on request. Marsh Miller, 3701 Lime Avenue, Long Beach, California.

### SALESMAN

With radio experience wanted by independent in major midwest market. State experience and salary desired in first letter. Box 24, BROADCASTING, 360 N. Michigan Ave., Chicago.

## Situations Wanted (Cont'd)

**Technician,** first phone license, five years civilian experience repairing military radio equipment, desires start with California station. Single, age 28, have new car. 495 Tenth Avenue, San Francisco, California.

**Engineer.** 1st phone, vet, 3 years apprentice machinist, 5 years servicing. RCA grad, married. Box 42, BROADCASTING.

**Engineer,** 1st phone, RCA grad. 7 years Army and civilian servicing. Knowledge of television. Married. Box 43, BROADCASTING.

**Chief engineer.** 15 years experience all types technical and sales. Presently employed in design development, pilot installation of FM transmitters for leading firm. 16 years ham. Will travel. Box 44, BROADCASTING.

**Salesman.** Announcing experience. 1st class phone. Excellent references. Box 45, BROADCASTING.

**52-20 or work,** would rather work. Engineer, first phone, RCA grad, young and married, 2½ years Army radar experience. Box 46, BROADCASTING.

**Operator**—First phone, 2nd telegraph, 10 years ham, graduate RCA. Army experience. Box 47, BROADCASTING.

**Technician**—RCA grad, first phone, 27, single, conscientious. Good references. Box 48, BROADCASTING.

**Personable young** ex-GI with initiative, drive and brains desires position selling radio time. Free to go anywhere. Some experience. Box 49, BROADCASTING.

**Announcer**—Veteran, married. Graduate University of Nebraska radio school. Trained all phases broadcasting. Ambitious, congenial. Travel anywhere, prefer Texas. Disc, details available. All replies acknowledged. Box 50, BROADCASTING.

**Don't delay**—write today! RRR, Personnel Service, Box 413, Philadelphia can solve your employment problems.

**Announcer.** Married, 22. Graduate of Columbia Radio School. Trained in all phases. Midwest preferred. Disc available. Bob Smith, 5329 Kimbark Avenue, Chicago, Illinois.

**Engineer.** 1st phone and telegraph. Considerable time amateur and Merchant Marine radio. Three years college; physics major. Single, 23, will travel. Available immediately. Gregory Flyer, 5702 14th Ave., Brooklyn, N. Y.

**Station manager**—Can take complete charge of station operations. 15 years in radio with top network experience. Prefer east or west location with progressive operation in need of sound administrative management. Write Box 54, BROADCASTING.

## For Sale

**75-A Presto** recorder with 85-A amplifier, two RCA type 50-A conductor microphones. Box 21, BROADCASTING.

**1—Composite duplicate** RCA 1-D 1000/500 watt transmitter. Complies all FCC requirements. Now licensed. Available 10/1/47—$4,000.00. 1—Phasing unit for 2 element directional array—$1,000.00. 1—GE wire recorder—$350.00. 1—Presto type 9-C portable recorder 12" table, 33 1/3 and 78 RPM. 15 ohm cutter head—$100. 2—Audak microdyne type D7EH lateral heads and 16" arms with equalizer, new, @ $25.00 each. Bliley BC-46 T oven with Scientific Radio Service 1240 kc crystal including calibration certificate, new—$50.00. 1—Bliley BC-46 T oven, new—$35.00. Box 23, BROADCASTING.

**Controlling interest** in top affiliate! We'll talk to those expanding with seven figures ability. Box 51, BROADCASTING.

**1 kw composite** transmitter complete with tubes and spares. 175 ft. Ideco self supporting tower. Pair RCA turntables. Coaxial transmission line. All approved and in use. Reason for sale, increase in power. Make us an offer. Delivery in four weeks. Box 53, BROADCASTING.

**TO THE MAN** who possesses this unusual combination of qualifications we offer an exceptional employment opportunity: (1) radio engineering background, preferably experience with coaxial transmission lines, transmitters and directional antennas; (2) ability to create catalogues and sales bulletins, including technical writing, layout, supervision of art work and printing: (3) familiarity with broadcasting industry, its people and its trends. Write James F. White, Assistant Sales Manager, Andrew Company 363 E. 75 St., Chicago 19, Illinois.

## For Sale (Cont'd)

**Available soon**—189 ft. Truscon self-supporting tower, only seven years old in excellent condition, complete with lighting system. Just recently painted by tower expert. WLBJ, Bowling Green, Kentucky.

**RCA 70-CI** transcription turntable complete with combination vertical-lateral pickup. Want to swap or buy Western Electric 5-A motors with platters. Pacific Network, Inc., 6906 Santa Monica Boulevard, Hollywood 38, California.

**Save on your** first transmitter—Kluge rebuilt RCA 100-E, served us faithfully over two years. Available to you for $900 or highest bid. Phone or wire L. Dellar, KXOA, Sacramento, California.

**250 watt transmitter.** Immediate delivery. Ideal for quick inexpensive installation. WESL, Preston, Maryland.

**Two RCA 44BX** microphones, slightly used, but in new condition. Two RCA MI12800 recording turntables, slightly used, condition good. One Western Electric 301-A transmitter modified for 250 watts with few parts needed. First $1,000.00 takes. Wire, write or phone Jim Wilder, WFRP, Savannah, Georgia.

**1000 watt** Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

**RCA Victor** portable disc recorder. Model 12701. Like new, complete with RCA mike. Real bargain, only $276.00. Terms $50.00 down, balance C. O. D. James Anderson, Box 410, Bay City, Michigan.

**For sale**—Slightly used RCA model 250-K radio transmitter complete with one set tubes, but less crystals in storage in Dallas and available for immediate shipment. $2,500.00. A. Earl Cullum, Jr., Highland Park Village, Dallas.

**For sale**—Gates 31-B console with or without pre-amps, complete with tubes and power supply. Brand new. Write, wire, or call E. W. Fliegel, Chief Engineer, WNAM, Neenah, Wisconsin.

## Wanted to Buy

**One good used** 33-78 turntable with vertical lateral pickup. State price and make to Box 38, BROADCASTING.

**Radio station,** eastern network preferred, by organization holding radio properties. Others considered, confidentially. Box 52, BROADCASTING.

**Need approved** modulation monitor in about 30 days. Give particulars and price. F. C. Ewing, WGRM, Greenwood, Miss.

## Miscellaneous

**Is your station** in the "red"?—A former Federal Communications Commission executive has helped others and can help you put your station on a paying basis in the least possible time. Reasonable rates. All replies and business held in strictest confidence. Box 933, BROADCASTING.

**For sale**—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

**Jockey's comedy script** collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

**Frequency monitor** service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

### FOR SALE
### 75% INTEREST IN
### 250 WATT AM STATION

An attractive independent operation located in one of the south's fine resort and agricultural areas. Here is an opportunity for the right type of investor to acquire control of a fulltime station covering over 250,000 population. 25% interest will be purchased by an outstanding northern radio executive who desires to move south and actively manage this property. Price for 75%—$56,250. Write

**BLACKBURN-HAMILTON CO.**

*Radio Station Brokers*

| WASHINGTON, D. C. | SAN FRANCISCO |
|---|---|
| James W. Blackburn | Ray V. Hamilton |
| 1011 New Hampshire Ave. | 235 Montgomery St. |
| National 7405 | Exbrook 5672 |

## STATION MANAGERS!

Trained personnel available for all phases of studio work.

G. I. students available for on-the-job training.

## BROADCASTERS!

Brush up on your technique through resident or correspondence courses.

## WOMEN!

Learn the lucrative field of public relations through radio. Train yourself for women's radio programs.

## MEN!

Intensive 32-week course trains you for real jobs in acting, announcing, writing producing.

**THE NATIONAL ACADEMY OF BROADCASTING, INC.**

3338 16th Street, N. W.
Washington 10, D. C.

*America's Pioneer Broadcasting School*

**CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS**

**G-I APPROVED**

NATIONAL ACADEMY OF
BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name ______________________

Address ______________________

City ______________ State ______________

# UK Proposes World Advisory Body

## Group Would Function Within Framework Of ITU

PLAN for establishing a worldwide advisory body on broadcasting, to function within the framework of the International Telecommunications Union, is being studied by a working group of delegates to the International Radio Conference in Atlantic City. Group, headed by a delegate from India and comprising members from Canada, France, Mexico, Sweden, United Kingdom and USSR, functions under a subcommittee of the conference committee on organization, which deals with the establishment and maintenance of organizations functioning under the ITU.

Proposals for the handling of international broadcasting questions have been made by a number of countries participating in the conference, including Belgium, Chile, Colombia, Switzerland and the United States, but the present study results specifically from a proposal of the delegation from Great Britain that the conference establish an international consulative committee for broadcasting to correspond to the present international consulative committees for telephone (CCIF), telegraph (CCIT) and radio (CCIR).

### Committee's Function

The primary function of this new committee, which has been given CCIX as a working title, would be "to coordinate the requirements of the broadcasting services on a fully international basis," according to the British proposal, which continues: "While there may be some arguments in favor of separate organizations to deal in detachment with the conduct of high-frequency and medium and low-frequency broadcasting services, there is a wide range of technical problems which, in the opinion of the United Kingdom, are proper to be studied on a worldwide basis. There is also a number of related non-technical matters which might equally profitably be studied on a worldwide basis."

In a discussion of the British plan by Subcommittee A of the organization committee, the Canadian delegate endorsed the idea of creating an international organization "to obtain maximum integration and use of international shortwave broadcasting from the technical point of view" as at present the situation is "little short of chaotic." But he declared that "Canada, as a party to NARBA, could not agree to any plan which envisaged activities of a technical character by an international body in the field of standard band broadcasting in the North American region."

### Proposal Cited

The United States delegate pointed out that the U. S. had proposed that the high frequency broadcasting conference set up some sort of international organization to deal with high frequency broadcasting. But he declared that it would be "a wholly unsound principle to take the indefinite and uncertain quantity (of high frequency broadcasting) and try to solve its problems in conjunction with the known conditions of standard band and long-wave broadcasting." Supporting the views of the Canadian delegate, he said that on the regional level the U. S. "could not agree to any intervention by a worldwide organization in the operation of NARBA conferences." He said that as he saw it, outside of specific frequency allocations within regions, the other technical problems could be handled by either CCIR or the International Frequency Registration Board, and expressed the opinion that there was no need for a third organization to study such problems.

The British delegate replied that his delegation's proposal clearly limited the CCIX to an advisory capacity and that there was no intention that there should be any European interference in matters wholly within the province of the North American region.

The delegate of Belgium stressed the fact that many of broadcasting's problems are legal and cultural rather than technical and are therefore not properly included in the scope of ITU, so that an international broadcasting organization to deal with those cultural and legal problems would have to be independent of ITU. If its functions are confined to technical problems, he said, it was not clear why those could not be handled adequately by CCIR and CCIF.

He pointed out that "questions pertaining to broadcasting under all its aspects (technical, cultural, legal, etc.) may be first studied by the owners or operators of broadcasting organizations, who are competent in all their different fields and who are intimately connected with broadcasting. These owners or operators are in constant daily contact with broadcasting problems in all its various aspects, which is not always the case with administrations," he stated.

The broadcasters, he continued, "can play the part of experts at governmental and administrative conferences which have the right of making decisions . . . could facilitate the task of CCIR and CCIF. "In broadcasting on long and medium waves, these organizations of owners and operators could be regional in nature. In shortwave broadcasting a link between regional organizations must be provided, for example, a world federation or some other kind of agency to be studied by the high frequency broadcasting conference." Pointing to the basic difference between the European and American approach to the problem of allocation of frequencies, and between the governmental plan of operation in Europe and the dominant American system of private operation, the Cuban delegate registered opposition to any worldwide organization having anything to do with standard broadcasting until Europe has reached the degree of frequency sharing made possible by NARBA in the North American region.

### Pederson Remarks

After extended discussion, the subcommittee chairman, Gunnar Pederson of Denmark, stated that the general view seemed to be that a broadcasting consultive body working within ITU should not deal with cultural or legal questions, should consider questions relating to high frequency broadcasting, should not interfere with regional broadcasting arrangements in different parts of the world. He then named the working group already mentioned to study the matter in detail.

**ARE YOU LOOKING FOR**—An all-round radio performer? A news editor, re-write man, producer and announcer? A man with a sellable voice and mike personality who has had more than 17 years of continuous experience? Are you dying on the vine for someone who can be depended on to do a consistently good job on the air, hold auditions, handle announcers' schedules, assign remote jobs and handle all broadcast detail? Well, brother, I certainly hope you find him. Those are the jobs I perform at WTCN and I wouldn't take your old job for anything because WTCN is the swellest station in the nation! And I mean to stay here! SIGNED, Jack Bell, Chief Announcer, WTCN (ABC) Minneapolis, St. Paul.

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**ATTRACTIVE** brochure containing coverage maps and market data based on BMB study No. 1 made March 1946, has been published by KFBK Sacramento, Calif. for its listening area.

## Radio Samaritans

THANKS to Cliff (Cactus Jack) Johnson of KLX Oakland, Calif., and a sympathetic San Francisco listener, a little girl from Esparto, Calif., can see for the first time in her three and a half years of life. When the parents of Elizabeth Mae Klein appealed to Cactus Jack to help them find a battery radio for their trailer home to help brighten Elizabeth Mae's life, he broadcast the story over KLX. Joe Wilson, a San Francisco artist, was so touched by the story he arranged an eye operation for the child. The surgery was successful.

## Dunham Tells Students Of Radio's Opportunity

FRANKLIN DUNHAM, radio chief of the U. S. Office of Education, told students of the NBC-Northwestern Summer Radio Institute this week that "Radio has a terrifying responsibility—and opportunity—for leadership in America" and that "radio stations should utilize these opportunities for betterment of the country."

Speaking on "Education by Radio," in another of the institute's series of lectures, Mr. Dunham asserted that "radio has had a definite influence on the public." He pointed out three reasons for the medium's influence," the power to get and hold interest," its capacity to train "the perceptive sense," and its ability to increase "the retentiveness of memory." He told students, "Remember, there are no radio lessons, rather there are lessons in radio." Mr. Dunham attributed the motivation of the early-day radio fan to his desire to try for "distance," while today he seeks out the best informative and entertaining programs.

**NEW MERCHANDISING** and sales services planned for WHP Harrisburg, Pa., are discussed by executives of station and representatives of The Bolling Co., which represents WHP nationally. L to r: Ken Carpenter, manager of Bolling's Chicago office; Beatrice Potteiger, WHP sales promotion director; George Bolling, president of Bolling Co.; A. K. Redmond, WHP general manager; R. H. (Skin) Bolling; Dick Redmond, WHP program director; Schuyler Ensell, Bolling Co.

# Copyright Proposal Shelved by Senate

### Foreign Relations Committee Plans Spring Hearings

INTER-AMERICAN copyright agreement ratification was shelved by the Senate Foreign Relations Committee last week as the pressure of pre-adjournment business made it impossible to hold hearings on the document.

The agreement—Inter-American Convention on the Rights of the Author in Literary, Scientific, and Artistic Works—was sent to the Committee by the State Dept. It was the result of a meeting of the American Republics in Washington in December 1946.

There have been copyright meetings in the Western Hemisphere since 1889 but none of them succeeded in drawing up adequate protections for authors or other creative artists or scientists. The war further interrupted the continuing efforts to standardize copyright procedures in the Americas.

The present convention, it is hoped, will usher in a new era of cultural cooperation between the member states of the Pan-American Union, sponsor of the agreement.

The document covers three major points: Protection of unpublished works; protection of translations, reproduction, adaptations, compilations, arrangements or other versions of any sort of work, literary, artistic, photographic, musical, etc., and protection of the "paternity" rights of authors.

The document is also broadened to include all media, television, radio and even coin-operated machines. Juke boxes were covered by giving authors all-inclusive rights, including the use of the machines.

The report did not contain either industry support or opposition since it was thought that this would be best brought out by hearings, expected to be held sometime next spring. The NAB is known to oppose certain provisions of the agreements while ASCAP and certain other similar groups support the proposals.

# 6 New Outlets Are Added By Taylor-Howe-Snowden

TAYLOR-HOWE-SNOWDEN, station representatives, last week announced the addition of six new stations during the past month. They are: WLOS Asheville, N. C.; WCIL Carbondale, Ill.; WCOS Columbia, S. C.; WDUZ Green Bay, Wis.; WQUA Moline, Ill., and WAIT Chicago.

The company plans to open its Atlanta office about Sept. 1 and expects to name the manager shortly.

WPRO-FM Fremont, Ohio, June 30 increased its weekly broadcast schedule to 75 hours per week, broadcasting from 11:30 a.m. to 10 p.m. weekdays and 10 a.m. to 10 p.m. Sundays. All radio dealers and sponsors received special notice and announcements were released to all newspapers in area.

# *Admissions for Five Nations Are Denied at Atlantic City*

THE INTERNATIONAL Telecommunications Conference (Plenipotentiary Conference) now in session at the Ambassador Hotel, Atlantic City, denied admission to delegations from Spain, The People's Republic of Outer Mongolia and three Baltic states: Estonia, Latvia and Lithuania, at a plenary session which began July 18 for an anticipated meeting of a few hours and wound up July 22, third day of the meeting.

During the three-day session the question of admitting the Mongolian Republic was voted on twice, the second vote coming on the meeting's final day after the delegates had agreed on a modification of the voting procedures adopted during the first day of the plenary session. In neither balloting, however, did the country secure enough favorable votes to admit it to the conference.

Voting procedure adopted on Friday called for at least half of the delegations having the right to vote to be represented at the session for a vote to be valid. A majority vote would carry a measure, except when a majority supported a motion that the subject was important enough to require a two-thirds favorable vote. Using this method, and employing secret ballots for the first time, the conference voted 41 to 16 against admitting the Baltic countries, with 10 delegations abstaining from voting. On Outer Mongolia, the vote was 32 for its admission, 26 against and 9 abstentions, amounting to a rejection as the favorable votes while in the majority, failed to meet the two-thirds total required.

**Protest is Made**

Alexander Fortushenko registered "a vigorous protest" against the exclusion of these countries, which he termed a violation of the Madrid Convention in that "the members of the Intertelecommunications Union, Estonia, Latvia and Lithuania, which adhere to the Madrid Convention, had not been admitted to participation in this conference."

The vote on Spain—35 against admission to 21 for, with 9 abstentions—on Saturday morning evoked similar protests from Col. Anibal F. Inbert of Argentina, who with Leon O'Broin, chairman of the Irish delegation, had argued for Spain's admission as an ITU member and that this status should not be affected by the exclusion of Spain from the United Nations. After Col. Imbert had disclaimed for the Argentine delegation "all responsibility for the decision adopted by the plenary assembly," Francis Colt de Wolf, vice chairman of the conference and of the U. S. delegation, proposed this resolution:

"Resolved that this Plenipotentiary Conference is supreme and may admit countries to participation and vote in its conferences without regard to their past compliance with the requirements for membership in the union." It was adopted 61 to 0, with 4 abstentions.

Proposal of Jamil Nahmour, Lebanon delegate, that the two-thirds rule be reconsidered as it was tantamount to a veto, was held over the weekend. Before it came to a vote on Tuesday the assembly was faced with eight different proposals. Much of the discussion concerned whether the assembly should reverse itself, which was settled by Conference Chairman Charles R. Denny, who ruled that a reversal would not set a precedent.

**Procedure Adopted**

Procedure finally adopted was that no motion can be adopted without the support of the majority of the delegations present and voting, with abstentions not counted and the proposal considered rejected in case of a tie vote. The two-thirds majority requirement was retained in respect to proposals to admit, suspend or exclude a country, and on the location of the ITU headquarters. The proposal also provided that if the number of delegations refraining from voting exceeds 50% of those present and voting, the measure shall be reconsidered at a subsequent meeting. Vote on this modified procedure was 41 for, 24 against, 11 absent, 9 abstaining.

Question of admitting the Mongolian Republic was then reopened by the delegate of Bielorussia. This move to reconsider the previous action was supported by USSR, Albania and Cuba and opposed by the United Kingdom. Issue failed by six votes to attain the needed two-thirds majority of 38, with 32 favorable votes, 25 against, 11 absent and 9 not voting.

An admittance problem was also the major concern of the third plenary session of the international radio conference, a two-hour session which convened Tuesday afternoon immediately following the adjournment of the second plenary session of the International Telecommunications Conference. This concerned the admission to the Radio Conference of the Union Internationale Radiodiffusion, which had been charged with Axis collaboration. Question came up originally at the plenary session on June 5 but action was deferred until the UIR president, George Comus, could answer these charges. Following his appearance the assembly voted to admit UIR as an observer by a vote of 24 to 20, with 17 absent and the same number not voting. Assembly accepted the recommendations of a meeting of heads of delegations regarding the admission as observers of Commercial Telegraphers Union, American Communications Assn., International Chamber of Commerce and Supreme Command Allied Powers.

## Too Many Bugs

CHIEF ENGINEER Harry Mason knew "bugs" would appear in transmitting equipment of KCSJ, new Pueblo, Col., 1-kw Mutual affiliate on 590 kc, but he didn't think they'd come so soon or so thick. When station took the air July 14, carpenters had not had time to place screens over all the openings. Result: Bugs arrived in such profusion that KCSJ was forced off the air at 8:55 p. m. on its second day of broadcasting. Telephone switchboard began jumping with queries from listeners wanting to know what had happened, and three staff members were kept busy answering them. KCSJ resumed broadcasting next morning at 6.

FIRST place award in Public Education was accorded "Jacksonville Unlimited," Jaycee-sponsored presentation of WPDQ Jacksonville, Fla., at recent JCC Convention in Long Beach, Calif. This weekly half-hour show is a forum, featuring well-known city and state personalities as speakers.

A SMART STATION ROMOTION

. . . Give your public a real television preview. . . . Millions have yet to see a television picture. . . . Hire Television Associates' "Jeep" TV Unit—complete with camera, 4 receivers, all technical equipment and experienced technical staff. . . . You be the showman—your talent—your production. . . . Tie in local advertisers to carry the nut. . . . Ideal for department stores, conventions, fairs. . . . Wherever there are people this will pack them in. . . . Costs range from $500 for 1 day to $1750 for 1 week. . . . A few dates still open for August and September. . . . Wire for reservations.

Television Associates, Inc.

*Chicago:*
*190 N. State St.*
*Andover 3294*

*New York:*
*527 Lexington Ave.*
*Wickersham 2-4000*

# PTA-Radio Differences Again Brew

## Executives of 'Offending' Networks Answer Unit's Charges

By CLARENCE MYERS

IS THERE anything wrong with children's radio programs on the air today?

Plenty, avers the Lafayette unit of the PTA, in San Francisco.

Very little, say the network chiefs.

In the past few months the parent group on the coast has kicked up quite a fuss about the calibre of material aired for juvenile ears. In May the group passed a resolution that it would boycott eleven "blood and thunder" programs and the products advertised on those productions. At the same time they sent a petition to Mrs. George Hanowell, president of the National Council for Youth Entertainment, Washington, D. C., urging that something be done about the situation.

Latest action of the San Francisco PTA group was the passing of a resolution urging the "offending" networks—ABC and Mutual—and the agencies and sponsors involved—to terminate and abandon completely the following kid shows: *Terry and the Pirates, Jack Armstrong, Lone Ranger, Sky King, Hop Harrigan, Superman, Captain Midnight, Tom Mix, Red Ryder, Cisco Kid* and *Tennessee Jed.*

The foreword of the resolution states that "juvenile crime and horror programs on the radio are tending to dull the minds of our children" . . and . . "The radio industry can well afford to write off its existing investments in second-rate melodrama."

### Claims Detrimental Effect

The resolution by the parent group also suggested:

. . . "that the stations, networks, advertising agencies and sponsors substitute more intelligent, constructive and unmistakeably worthy children's programs; that since the aforenamed list of programs has a bad name, it is neither feasible nor wise to try to re-write them around more intelligent themes; that the stations, networks, advertising agencies and sponsors wipe the slate clean and give the children a new deal."

As a panacea for all such radio ills as these radio productions, the PTA unit suggested:

. . . "all stations, networks, advertising agencies and sponsors submit all scripts for children's programs to a recognized, expert and impartial board of judges. Such a board could consist of: One third, representatives of the radio industry; one third, professional experts such as psychologists, psychiatrists, ministers, educators, librarians; and one third, listeners such as parents."

Mrs. Anna Lenn, chairman of the Lafayette PTA unit's "Better Radio for Children" campaign, furnished BROADCASTING with excerpts from letters from top network officials, which are in reply to the PTA's complaints.

### Kobak Offers Cooperation

From Edgar Kobak, president of Mutual Broadcasting System:

"Some time this fall I will probably be in San Francisco and at that time I would like to meet with you and your committee. I'd like to give you the benefit of our experience and I certainly know that I can learn a great deal from members of your group.

"May I add that we, too, are interested in children. You see I'm a father and also a grandfather of two fine young boys. We wouldn't allow anything to go on the air that we felt would be bad for them. And many advertisers and their advertising agencies have been known to be fathers and even grandfathers."

From Robert E. Kintner, executive vice president, ABC:

"I have your letter addressed to Mr. Mark Woods, who is out of town. I understood Mr. Saudek has replied to the sentiments of the Lafayette PTA. However, the two suggestions contained in your resolution will be considered in reviewing the over-all program structure.

"I want to thank you and your fellow members for the active interest you are showing in radio broadcasting."

From Robert Saudek, director of public affairs, ABC:

"I have a personal interest in your letter because . . I have three young children.

"It is somewhat surprising to find these features under attack because of all the criticisms which are directed at broadcasters, the programs you mention are almost never cited. I think there was a time some years ago, when less care was taken in editing these programs.

### Cites Other Sources

"We have consulted many of the country's leading psychologists and psychiatrists about programs for children and each one has told us that children's maladjustments cannot be traced to the radio but are traceable to relationships which are more constant in their lives. They like excitement and adventure, which such radio programs give them, thus relieving tensions and aggressions vicariously. The radio can act as a safety valve for children to blow off emotional steam.

"Normally active children should have no more dreams about radio programs than they do about their outdoor cowboy games or the reading of such adventure stories as *Treasure Island, Huckleberry Finn,* or *The Headless Horseman.*

"May I say that Dr. Harcourt Peppard, an M. D. and psychiatrist, who is head of the Child Guidance Bureau of the New York City public schools, recently stated that of 14,000 child interviews he held during the past year, not one maladjustment could be traced to the radio. I think this testimony should be encouraging to all parents who have honestly wondered about the effect of radio programs on children."

### Bootstrap Method

ANDREW GAINEY, baritone, who with his wife conducts a breakfast show on WCAU Philadelphia, has been using rival stations to win his way to national prominence. July 20 he was selected as winner on *The Big Break*, NBC program, carried in the Quaker City by KYW. In winning, Mr. Gainey was given his choice of a prize not to cost more than $1,000. He chose a concert debut at New York's Town Hall for the spring of 1948. Last month Mr. Gainey won the "Voice of Tomorrow" contest of WFIL Philadelphia.

From Joy Elmer Morgan, editor of *NEA Journal*, organ of the National Education Assn. of the United States, Washington, D. C.:

"You are dead right in your feeling that crime and horror programs on the radio present a serious challenge to parents and people everywhere. What goes into the mind comes out in the life, and some of our radio programs, movies and so-called funny papers are debasing the coinage of our civilization, lowering the standards of taste and feeling in a way that will influence the lives of people far more than we are aware. I hope that you and your various PTA groups will lead in a movement that will become statewide and nationwide."

KGO's Bob Franklin, who writes a paid radio column in the *San Francisco Chronicle*, on July 2 commented on the controversy. He wrote in part:

" . . . . radio has, will and should improve. Everyone in radio works toward that end constantly. Careful study has developed very stringent policies for such ABC programs as *Terry and the Pirates, Jack Armstrong, Sky King,* and *Lone Ranger.*

"They must emphasize law and order, adult authority, good morals and fair play. Vulgarity, kidnapping, horror, etc. are prohibited. Even so these programs can still be improved — as can all things mortal. But generalized condemnation can't do it.

"There is no dictator in American radio who stuffs down listeners' throats just what he thinks they should have. Thousands of people produce what comes through your loudspeaker and their work is sensitively tuned to public favor and disfavor."

BLAME for cluttering up office of D. J. O'Sullivan (second from l), advertising manager of Armour & Co. Soap Division, seems to rest on Don Gordon (r), announcer on *Hint Hunt*, sponsored by Armour's on behalf of Chiffon Soap Flakes. Deluge of box tops resulted from hint-of-the-week contest conducted on *Hint Hunt*. L to r: Stuart Dawson, of Feature Productions, Chicago package producers of show; Mr. O'Sullivan; Chuck Acree, Feature Productions executive and part owner; Mr. Gordon.

# Disposal of Interests in 3 Outlets Up for FCC Action

CONSENT to disposition of interests in three stations and reorganization of two other outlets, one an FM station, is requested in applications tendered for filing last week at FCC.

J. E. Rodman, who proposes to merge his Fresno, Calif., radio interests with Tulare-Kings Counties Radio Assoc. of Visalia and Fresno [BROADCASTING, July 21], sells KERO Bakersfield, Calif., to his KERO manager, Paul R. Bartlett. Consideration is $25,000 minimum, but in no event less than original cost of assets transferred, less depreciation, on closing date. Transaction is contingent upon approval of the Fresno merger. Accompanying the KERO transfer was application seeking change of KERO facilities from 250 w on 1230 kc to 5 kw on 970 kc, directional night. Mr. Rodman owns KRFE and KFRM (FM) Fresno.

KXLE Ellensburg, Wash., requests approval of acquisition of control by Goodwin Chase Jr., president and 40% owner, through sale by R. L. Rutter Jr. of his 30% interest to the corporation for $7,500. With Mr. Rutter's stock retired as treasury stock, Mr. Chase's 40% interest increases to 57.5%. Others in the firm include Francis R. Symons, vice president; E. B. Craney, secretary-treasurer, and J. B. Kendall. Each presently holds 10% interest. KXLE operates on 1240 kc with 250 w.

Consent to assignment of the construction permit of KSBW Salinas, Calif., to Salinas Broadcasting Corp., a new firm including two of the present partners, also is requested of FCC. Harold W. DeHaven, a partner, has retired and turned his one-third interest over to the partnership which now is composed of J. M. Hall, president and 30% owner of assignee firm, and W. M. Oates, secretary-treasurer and also 30% owner of assignee. No monetary consideration is given. Joining Messrs. Hall and Oates in Salinas Broadcasting are Dan G. Bardin and Niles C. Cunningham, local attorneys, who will each hold 20%. KSBW is assigned 1 kw on 1380 kc.

WABZ Albemarle, N. C., 1 kw day on 1010 kc, seeks approval of assignment of CP to Radio Station WABZ Inc., new firm which includes two of present partners. The assignor partnership is composed of T. R. Wolfe, W. E. Smith, S. L. Myers, Carl C. Aley and R. H. Whitlow. Messrs. Wolfe, Smith and Myers retire, receiving $2,500 (cost) for their holdings.

Mr. Aley is president and Mr. Whitlow secretary-treasurer of the assignee. In exchange for WABZ they each receive 40 shares (20%) and each agrees to purchase an additional 10%. Others interested are Ira Leigh, station salesman, who is vice president, and G. H. Hendrix, operator of his own insurance agency, director. Each holds 20% interest.

### Seek More Capital

In order to secure added capital and participation of employes in ownership, WFOB (FM) Fostoria, Ohio, has requested FCC approval of assignment of CP from Laurence W. Harry, sole owner, to Seneca Radio Corp., of which Mr. Harry is secretary and 50.25% owner. Others composing assignee are F. F. Elsea, president and 24.87% owner; G. H. W. Bruggemann, vice president and 12.43%, and E. V. Hurst, treasurer and 12.43%. Consideration, according to the application, is the assets and part of the liabilities of the assignor, plus organizational and operational expenditures of the assignor for the last seven months of operation under special temporary authority.

WFOB has been in operation under an STA since Dec. 1, 1946. Losses in operating expenses over operating income were $2,651.65 as of June 30, with income about one-third of expenses, according to the application.

## *Upcoming*

**Aug. 12:** BMI Board, BMI Hdqrs., New York.

**Sept. 8-10:** CBC Board of Governors meeting, Calgary, Alta.

**Sept. 12-13:** FMA Convention, Roosevelt Hotel, New York.

**Sept. 12-13:** NBC Affiliate Stations' first annual convention, Atlantic City, N. J.

**Sept. 15-18:** NAB 25th annual convention, Atlantic City.

**Sept. 18-20:** Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.

**Oct. 6-8:** Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.

**Oct. 6-9:** Financial Advertisers Assn. Convention, New York.

**Oct. 23-25:** Life Insurance Advertisers Assn. annual meting, Chateau Frontenac, Quebec.

**Oct. 29-31:** Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.

**Nov. 3-5:** National Electronics Conference, Edgewater Beach Hotel, Chicago.

**Nov. 8-9:** Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

## Whitehall Plans

AFTER prolonged consideration, Whitehall Pharmacal Co., New York, last week notified its agency, Sullivan, Stauffer, Colwell & Bayles, New York, of its decision to retain its time on Sundays, 6:30-7 p.m. on NBC. The advertiser is currently sponsoring *Ellery Queen* until last week in September at which time a new program will replace the latter tentatively titled *Hollywood Stars of Tomorrow* featuring an established motion picture star introducing a Hollywood starlet in a dramatic vehicle. The program will be presented in cooperations with AFRA, Screen Actors Guild and major motion pictures and will be written by Hollywood writers.

**BLAIR WALLISER**, former producer with WGN Chicago, who served in the Coast Guard during the war, is now studying at the Sorbonne in Paris.

**SALE OF WSPA** Spartanburg, S. C., to Surety Broadcasting Co. is consummated at meeting of the seven executives shown above. Disposing of his WSPA interests is A. B. Taylor (seated l). Beside him is Francis M. Hipp, an executive of the Liberty Life an Surety Insurance Co. of Greenville. Standing (l to r): G. Richard Shafto, general manager of WIS Columbia, S. C., who will also serve as general manager of WSPA; D. S. Burnside, executive of a Spartanburg lumber company with which Mr. Taylor also is associated; Herman N. Hipp, W. P. Anderson and B. Calhoun Hipp, all with Liberty Life and Surety Life.

# WSPA Transferred To Surety Bcstg.

NEW OWNERS of WSPA and WSPA-FM, the Surety Broadcasting Co., have announced that no change in the personnel or in operational policies is contemplated. Transfer of the affiliated Spartanburg, S. C., AM and FM stations to Surety Broadcasting was effected July 23 when A. B. Taylor and Walter J. Brown sold 100% of the stock of Spartanburg Advertising Co. to Surety for $450,000. FCC had approved the transfer July 10 [BROADCASTING, July 21].

Taking over as general manager of WSPA is G. Richard Shafto, a radio veteran, who is also general manager of WIS Columbia, S. C., and a member of the NAB board. Mr. Shafto is the only officer of Surety Broadcasting Co. not associated with the management of Liberty Life and Surety Life Insurance Co. in South Carolina. Surety Broadcasting officers besides Mr. Shafto, who serves as vice president and general manager, are: Francis M. Hipp, president; Herman N. Hipp, vice president; W. P. Anderson, secretary, and B. Calhoun Hipp, treasurer.

Continuing in active charge of WSPA is Roger A. Shaffer, assistant general manager. Mr. Shaffer has been in direct charge of WSPA-FM since it began last Nov. 3 [BROADCASTING, Nov. 11, 1946].

Following completion of the WSPA transaction General Manager Shafto issued the following statement: "It is our goal to continue the outstanding service records of both WSPA (5 kw fulltime on 950 kc) and WIS (5 kw fulltime on 560 kc), and we shall aim at a betterment in both entertainment and public service programs for the enjoyment and enlightenment of the peoples of the Carolinas."

## SHOW-STOPPER

### Pittsburgh Cop Even Surpasses Petrillo on WPIT Program

WPIT, new Pittsburgh radio station (730 kc, 1 kw daytime) had its man-on-the-street program, *Pittsburgh on Parade*, cut short—by a traffic policeman—but only for a day.

It happened on July 16, when WPIT's chief announcer, Bill Ewing, conducting the 12:30 p. m. show on a downtown Pittsburgh street corner, was confronted by the policeman, who insisted that Mr. Ewing produce a permit or stop the show. Announcer Ewing tried to explain that the city's Public Safety and Licensing Bureau had been contacted and that all was clear.

Conversation between policeman and announcer went out over the air, with Mr. Ewing—warned that if he persisted he'd be taken to jail—having the last words, "Ladies and gentlemen, we're having a little trouble with one of Pittsburgh s finest, and now we return you to our studios."

Pittsburgh Safety Director George E. A. Fairley said it was all a misunderstanding and that the policeman who broke up the broadcast was substituting for the regular patrolman who was on vacation. WPIT reports that on the day after the incident *Pittsburgh on Parade* drew a larger-than-ever audience.

## Wins Divorce

MRS. DOROTHY HART PALEY last week in Reno was granted a divorce from William S. Paley, chairman of the board of CBS. Mr. and Mrs. Paley were married in Kingman, Ariz., in 1932. Custody of their two young adopted children, and property rights, were settled in a sealed agreement.

# Fleming Withdraws From Tri-City Firm

## Rival Petitions for Commission Hearing on Grant

THE WITHDRAWAL of President Clarence H. Fleming as an officer and stockholder of Tri-City Broadcasting Co., AM grantee for Newport, Ky., was disclosed last week, coupled with reports that he had embezzled company funds.

Mr. Fleming also is general manager and minority stockholder (25%) of WFKY Frankfort, Ky. An affidavit filed with FCC by Moraine Broadcasters, the rival applicant in the proceeding with Tri-City, quoted him as saying he had "returned" his 26% interest in Tri-City to Garvice D. Kincaid, one of the other stockholders, and planned to sell his Frankfort interest to Mr. Kincaid.

Circumstances purportedly surrounding Mr. Fleming's withdrawal from the Newport company were related to FCC in petitions filed by Moraine Broadcasters for re-hearing and in Tri-City's statement of opposition to re-hearing. The grant to the Newport applicant, for daytime use of 1110 kc with 1 kw, and denial of Moraine's application for the same facilities at Dayton, Ohio, were issued by the Commission in June [BROADCASTING, June 9].

### 'Qualified to Operate'

Tri-City declared that it is still legally and financially qualified to operate the station it was authorized to construct (KNEW). It said Mr. Fleming "embezzled or used for his private account" approximately $23,310 but had restored about $14,000 "through the help of relatives." The company said it "has hopes and good reasons to believe that it may recover at least a substantial portion, if not all, of the remaining shortage."

The purported shortage, according to the company, was found in an audit undertaken when "some of the officers and directors . . . became suspicious of the actions of Clarence H. Fleming. . ." The audit also disclosed that neither Mr. Fleming nor Marshall L. Peace, treasurer of Tri-City and commercial manager of WFKY, had paid for his Tri-City stock, the statement asserted. FCC's original findings in the case put Mr. Peace's interest at 5%. A newspaper clipping submitted to FCC by Moraine Broadcasters said Mr. Peace's stock had been acquired by the company. FCC was told that he has resigned as Tri-City treasurer.

Tri-City's statement, while opposing re-hearing, agreed with Moraine's contention that 1320 kc is now available at Newport (but not at Dayton), and expressed willingness to take 1320 kc and let Moraine have 1110 kc, if FCC finds that course desirable. The Commission has not yet acted on the petition for re-hearing.

The re-hearing request, filed on behalf of Moraine by George S. Smith of the Washington law firm of Segal, Smith & Hennessey, was accompanied by an affidavit by Jack Vincent, reporter for the Dayton *Journal Herald*, owner of Moraine Broadcasters and Fred A. Palmer, president of Fred A. Palmer Co., Cincinnati, radio and advertising consulting firm.

The affidavit detailed conversations Messrs. Vincent and Palmer said they had with several Tri-City stockholders, including Mr. Fleming, relating to changes in the Newport company's corporate structure. It quoted Mr. Fleming as saying Mr. Kincaid, Robert Hensley, and Aaron L. Ford planned to sell their combined 63% interest "in the near future." Moraine asked that re-hearing be called to investigate this and several other questions.

Mr. Ford, Washington attorney as well as stockholder of Tri-City, filed the company's statement opposing re-hearing. Present officers of Tri-City are W. R. Smith, president; James B. Milliken, vice president, and Howard Carmichael, secretary-treasurer.

# Management, Labor Accord Undisturbed by New Laws

HARMONIOUS relationship between management and labor in the radio industry should not be affected by the Taft-Hartley and Lea Acts, the NAB Employe-Employer Relations Committee decided after a day-long discussion last Monday at NAB's Washington headquarters.

During the course of the meeting, the committee learned of the networks' decision to arrange duplication of AM musical programs on FM stations. A resolution was adopted endorsing the proposal and urging the networks to proceed "as quickly as possible" with the plan.

The NAB session was devoted to a discussion on labor legislation and a report by Richard P. Doherty, NAB's director of employe-employer relations, on the current status of labor relations in the broadcasting industry.

It was decided that the Taft-Hartley Act grants to management new rights and establishes a more even balance to the collective bargaining process, but it also places more responsibilities on the employer, both legal and moral. A clear picture, however, of the full impact of the Taft-Harley and Lea acts will be more evident when existing contracts are renewed and new contracts written, according to the committee.

"Except in a few areas," says the committee, "union-management relations throughout the radio industry have been far more harmonious than in most industries." Nothing in the new laws should change this situation, according to the committee, but it adds, "It is expected that broadcasters and radio-union officials will respect their mutual rights and responsibilities and live within the stipulations of the law."

### Committee Opinions

Taking up individual questions and points of the law, the committee voiced the following opinions:

(1) *Closed Shop.* Nearly all radio contracts are directly affected since they contain either the closed-shop or union-shop provision. The closed shop, which includes hiring through the union and the frequent practice of giving "temporary working cards" in lieu of union membership to persons not furnished by the union, is prohibited.

(2) *Guild Shop.* One union in particular conforms to the spirit, but not the letter of the law on this. For although management is permitted to hire anyone it chooses, new employes are required to join immediately with the guild shop. In the future, however, contracts must provide for a minimum of 30 days employment before compulsory membership. A new employee may still join at an earlier date if he wishes, though.

(3) *"Good-standing" clauses.* Nearly all union-security provisions in contracts are accompanied by these clauses, which stipulate broad, discretionary powers for unions in determining membership eligibility. These will now have much less effect in forcing employers to discharge men who are expelled from the union. Unions can still expel members but it is an unfair labor practice to force an employer to discharge anyone for reasons other than failure to pay dues or initiation fees where a union shop exists.

(4) *Secondary boycotts.* This has been the cause of more bad feeling between broadcasters and unions than any other factor. Its outlawing will not undermine union strength, but will undoubtedly lead to a greater spirit of mutual understanding and cooperation.

(5) *Supervisors.* They are specifically excluded from union representation if management is unwilling. So far as broadcasting is concerned, the NLRB has previously established in the Great Trails Broadcasting case the policy of excluding from bargaining units employes who are actual supervisors, such as chief engineers and chief announcers.

(6) *Featherbedding practices.* These are now unfair labor practices, and any coercion to force such practice is subject to criminal proceedings under the Lea Act. This outlaws the arbitrary imposition of station quotas by unions. Quotas may still be expressed either in number of persons or in dollars to be spent, but such quotas cannot be dictated by the union and must conform to what the broadcaster himself accepts as meeting his needs.

Summing up, the committee said the full impact upon the unions will be decided by the extent of cooperation which union leaders offer. "Now is the time," said the committee, "to evolve a sound policy based upon economic factors and not coercive demands by either side."

Broadcasters attending the meeting were:

John Elmer, chairman, WCBM Baltimore; William S. Hedges, John H. MacDonald, Ernest de la Ossa, Henry Ladner, and Gustav B. Margraf, NBC; Frank K. White and Howard Hausman, CBS; Robert Swezey, MBS; Joseph McDonald, ABC; Howard Lane, Field Enterprisees Inc.; Leslie C. Johnson, WHBF Rock Island, Ill.; Harry R. Le Poidevin, WRJN Racine, Wis.; C. L. McCarthy, KQW San Jose, Cal.; P. A. O'Bryan, Dow, Lohnes & Albertson; Marshall Pengra, KRNR Roseburg, Ore.; Frank R. Smith, WWSW Pittsburgh; and C. L. "Chet" Thomas, KXOK St. Louis.

Attending from NAB were:

Judge Justin Miller, president; A. D. Willard Jr., executive vice president; Don Petty, general counsel; Richard P. Doherty, EER director; Ivar Peterson, general counsel's office, and David J. Farber, assistant EER director.

## Disc M. C.-Author

ALAN H. NEWCOMB, production manager and morning disc m.c. at WNCA Asheville, N. C., is doubling in brass as an author. His diary manuscript of a wartime stay at Stalag Luft 1 in Barth, Germany, describes the eight months he spent as a prisoner of war after bailing out of a flaming B-17 over the Ruhr Valley. Book was published July 15 by Destiny Publishers, Haverhill, Mass., under ironic title, *Vacation With Pay.* Announcer Newcomb's record shows include tunes written in prison camp by fellow prisoners.

## Falcon Promotion

THE MBS program *Adventures of the Falcon*, sponsored by the American Safety Razor Corp., Wednesdays, 8.30-9 P.M., is currently conducting a national contest, "Find The Falcon," in conjunction with local stations, league baseball teams and county fairs. First tested on WOLF Syracuse, N. Y., the contest consists of a local name personality attending the ball park or county fair wearing a lapel adornment or a red feather in his hat. Local merchants give the prizes to people identifying the personality as "The Falcon."

## *FCC OFFICIALS PRAISE PILOTUNER FM DEVICE*

PILOTUNER, the FM converter unit now being mass produced by Pilot Radio Corp., has found an unofficial but welcome spot in the bureaucratic heart of the FCC. General consensus of Commission representatives who witnessed the Pilotuner Washington demonstration last week is that the device will stimulate the advance of FM broadcasting. The Pilotuner attached to an AM radio facilitates reception of high band FM broadcasts.

A top FCC engineering spokesman felt that the unit is "a lot wrapped up in a small package" and that he was "agreeably surprised" at the performance of a Pilotuner which he tried out at his home. Questioned about the unit's potential boost to the FM art, he replied, "No doubt of it."

Another FCC engineer said of the device, "I think it's going to advance FM." He indicated that FCC FM engineers are pleased with the unit.

One FM engineer said the unit apparently has performed well in tests and to all indications has overcome such problems as drift . . . "and all for $29.95" (retail price of the Pilotuner). He predicted that other firms would follow with similar units but that a demand should exist for some time.

The Commission has been testing the Pilotuner at its Laurel, Md., laboratories, where all makes of receivers are observed in action. The reports customarily are not made public.

The Washington Pilotuner demonstration and reception, at which it was predicted that 200,000 of the units would be on the market by Christmas, was held at the Washington Hotel. WASH-FM, WGAY - FM, WINX - FM and WWDC-FM, D. C. area outlets cooperated with Pilot Radio in the presentation.

### Blind Sportscaster

BOB ALLMAN, blind lawyer-athlete, has been added to the list of regular broadcasters over KYW Philadelphia. Mr. Allman, a former wrestling champion at the U. of Pennsylvania, presents a 15-minute sports review titled *On the Sports Horizon* each Saturday evening. The 28-year-old attorney makes notes for his broadcast with a Braille slate and stylus. When he nears the end of the program, Mr. Allman is cued by taps on the shoulder from his announcer, each tap denoting one minute remaining.

**DETROIT'S MAYOR**, Edward J. Jeffries, surrounded by executives and staff members of WJLB, breaks ground for station's new studios (AM, FM and television) at 375 Midland Ave. in the Michigan metropolis. In foreground (l to r) are: John L. Booth, president and general manager, Booth Radio Stations Inc. (WJLB and WLOU-FM Detroit and WBBC Flint); Harry Heilman, sports broadcaster; Mayor Jeffries (bending over); Richard S. Werner; George Kendell, announcer; Eric V. Hay, WJLB commercial manager.

# *Open Mike*

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

### Bases Rates On Exact Time

EDITOR, BROADCASTING:

. . . We noticed with interest the story on page 44 of your July 14th issue.

[EDITOR'S NOTE: Story was account of suit against KTOK Oklahoma City, filed by local tailor, R. H. Hise, alleging 15 minute program was really only 14½ minutes.]

As you can see from the enclosed rate card, we felt that when we went on the air we would start something new in this market and sell not 5 minutes, ¼ hour, ½ hour or 1 hour programs but 4½ minutes, 14½, 29½ and 59½ minute programs. As far as I know, we're the first station to have a rate card of this type. . . .

Wayne Sanders,
Manager KCNA, Tucson, Ariz.
July 16.

* * *

### Urges Universal Radio Language

EDITOR, BROADCASTING:

. . . One of the most important ways in which the United States can assume world leadership . . . is by initiating a World Radio University by which higher education can be made available to all people . . .

The basis for such oral broadcasting must be a Universal Second-Language adopted by all or most nations as part of their educational system. The writer has made a big start upon design of such a language, to consist of five thousand words, five hundred from each of the ten leading national languages. . . .

To the writer it appears as if the next step, after providing a medium of expression, is to assign certain wavebands for this purpose exclusively. Surely that step will be necessary eventually. . . .

However, before such assignments are made officially, present stations and networks might get together and start the activity by devoting part of their present coverage to such educational programs on a nation-wide basis. . . .

From the visual angle we already have a universal language so that phase of the effort could start as soon as facilities for world television broadcasting are available. A few well-placed televids—receivers—would better illustrate American life than tomes of description. And it is not only American scenes which merit publicity.

David Darrin
P. O. Box 2002
Washington, D. C.
July 13

* * *

### Inaugural Picture Evokes Comment

EDITOR, BROADCASTING:

. . . I wish to thank you for the picture you used of the KELO studio opening. We have received comments from all over the United States and I was amazed at the wide following your magazine has, particularly among agency people.

Tony Moe
Promotion Department
KELO Sioux Falls, S. D.
July 16.

## Transfer of KTHS Still Closed Issue

RECORD in the long-pending quest of KTHS Hot Springs, Ark., for a transfer to West Memphis, Ark., was marked "closed" by FCC last Tuesday after a one-day further hearing.

Most of the day's testimony centered on technical features of this and three associated applications, with Carl E. Bailey, former Arkansas governor and now president of an applicant seeking the KTHS facilities for use in Hot Springs, taking the stand briefly to testify to his company's plans and corporate structure.

Over the protests of counsel for Hot Springs Broadcasting Co., the firm headed by Mr. Bailey, KTHS attorneys put into the record indictments which have been brought against Leo P. McLaughlin, former Hot Springs mayor and previous Hot Springs Broadcasting president, and Jay Roland, onetime city attorney [BROADCASTING, July 21].

FCC Comr. Rosel H. Hyde, who presided, conceded that the indictments are not evidence of any guilt but ruled that they should be accepted as pertinent for FCC consideration for what they are worth.

### Three Others Involved

In addition to the KTHS application, which requests a power increase on 1090 kc from its present 10 kw day and 1 kw night to 50 kw day and 25 kw night, plus the request to be permitted to move to West Memphis, the case involves three other applications. One, filed by the KTHS licensee, Radio Broadcasting Inc., is for a new station on 550 kc with 5 kw day and 1 kw night at Hot Springs to replace KTHS. A second is the Hot Springs Broadcasting group's application for the KTHS 1090-kc assignment for use at Hot Springs with 50 kw fulltime. The third is WMFJ Daytona Beach, Fla.'s bid to move to 1090 from 1450 kc and increase power from 250 w to 1 kw. The KTHS application dates to 1944. First hearing on the case was filed in July 1946.

KTHS was represented in both its West Memphis request and its Hot Springs new-station application by William C. Fitts of the New York law firm of Fly, Fitts & Shuebruk. Paul D. P. Spearman, Washington attorney, represented Hot Springs Broadcasting Co. Andrew W. Bennett, also of Washington, was council for WFMJ. William H. Bauer was Commission counsel.

**GLADYS BLAIR**, home advisor of WBBM Chicago, has been invited by Wisconsin State Fair officials to be one of the judges in Dairy Queen Contest, one of features of exposition to be held in Milwaukee Aug. 16-24.

**GROUCHO MARX** and **GARRY MOORE** are latest entries for m.c. spot on NBC "Take it or Leave It." Their performances transcribed in Hollywood last week, shipped East.

# At Deadline ...

## HATCH SEEKS TO BLAME MUNDT BILL'S DEATH ON GOP

LAST-MINUTE attempt to pin responsibility for death of Mundt bill on GOP made Friday by Sen. Carl Hatch (D-N. Mex.), who accused leadership of killing one of their own measures. (see story page 38).

Senator Hatch dramatized shelving of bill in short "filibuster," finally sat down when Sen. Robert A. Taft (R-Ohio) refused to alter his opposition. Senate expected, however, to approve resolution by Sen. H. Alexander Smith (R-N.J.) for joint House-Senate investigating committee to make recommendations to Congress by Feb. 1 for permanent information and cultural exchange program.

MBS Friday reportedly near closing first sale of quarter-hour segment of Martin Block disc m.c. program. Sale, to as yet unidentified advertiser, depends upon elimination of reported conflict in products of prospective Mutual buyer and an advertiser participating in one of Mr. Block's local shows.

VAN BESTA Inc., Brooklyn, N. Y., Aug. 18 begins participations on WTIC Hartford, Conn. in test campaign. If successful, firm's radio schedule will expand. Agency, George P. Buente, New York.

# People

BOB HOAG, former account executive of Duncan A. Scott & Co., Los Angeles, station and publisher's representatives, joins Don Lee Broadcasting System, Hollywood, in similar capacity. Mr. Hoag also had been with Thomas Co., wire recording equipment manufacturers.

RICHARD C. BRADLEY, formerly with Foote, Cone & Belding, Chicago, and Bauer & Black, Chicago, joins William Kester Co., Hollywood, as account executive.

JAMES P. DERUM resigns as manager New York office Brisacher, Van Norden & Staff, joins Hixson-O'Donnell Advertising Inc., New York, as vice president Aug. 23. Previously was with McManus Inc., Detroit, and Green, Fulton, Cunningham & Co., Chicago.

EUNICE DICKSON, former BBDO, New York, timebuyer, joins Ruthrauff & Ryan, New York, in similar capacity.

ABE BURROWS, chief writer on Joan Davis and Dinah Shore shows past season, started own weekly 15-minute song-comedy program July 26 on CBS western stations.

VIC KNIGHT named producer of NBC *Eddie Cantor Show*, which resumes from Hollywood Sept. 25.

JAMES DOLAN, former CBS assistant director of sports, to head public relations and radio for Atlantic City Race Assn.

ZENN KAUFMAN, formerly merchandising manager, Calvert Distillers Corp., and prior to that with Lennen & Mitchell, appointed merchandising director of Phillip Morris & Co., effective Aug. 1.

## HEARING ON FCC FORMS UNCERTAIN; FEW PROTESTS

WHETHER FCC will call hearing on proposed new broadcast application forms [Broadcasting, June 30] still open question, FCC authorities said Friday. Few licensees have filed objections; these centered mostly on so-called technicalities. One major point of dispute is forms' virtually all-inclusive definition of "party" with respect to stockholders on whom detailed information is required. CBS contended FCC has no authority over programming, and therefore kept its comments aloof from heavily Blue Booked program sections. NBC, with permission to file late, due to submit comments shortly. With present forms expiring Aug. 31, officials conceded, FCC must act swiftly either in approving new forms or getting old ones extended.

## ASKING PRICE FOR WQQW REPORTEDLY IS $200,000

ASKING PRICE for WQQW Washington, "Blue Book" daytimer reportedly up for sale [Broadcasting, July 21], is $200,000 or better, according to one board member. Station has been in red since start seven months ago. WQQW representative said response has been unexpected, with at least three or four offers definitely on hand to date. Edward M. Brecher, manager, handling all negotiations.

Potential buyers reported to include Washington contractor who recently acquired new station in eastern Virginia, and Negro newspaper publisher. WQQW assigned 1 kw daytime on 570 kc.

## EUROPEAN COMMERCIAL RADIO

REAPPEARANCE of commercial radio in Europe being advertised in 800 movie houses of Britain's ABC movie chain, NBC's Merrill Mueller radioed from London. Signs ask moviegoers to tune to Radio Luxembourg, giving frequencies and times of commercial advertisements of Warner Bros. and MGM pictures to be shown in Britain following week.

GENERAL FOODS Corp., New York, has switched its product billing on *When a Girl Marries* to Young & Rubicam from Benton & Bowles, New York. Latter agency retains production and publicity details of show.

JOSEPH AND STEWART ALSOP, syndicated columnists, replace Elmer Davis on ABC, Mon.-Thurs., 7:15-7:30 p.m. during August. Friday broadcasts to feature Mr. Davis from Europe.

LOUIS J. BATTISTONE, former art director and Gerald H. Bruce, former copy director, Madison Advertising, New York, formed Battistone & Bruce Advertising Agency, at 220 East 46th St., New York.

SETTLEMENT reported more likely than strike following CBS Hollywood-IBEW conciliation meeting, Los Angeles, on contract covering sound men. Recommendations of Lyman Sisley, U. S. Labor Dept. conciliation commissioner, expected July 29. Neither side bound to accept.

# Closed Circuit

(*Continued from page 4*)

liciting funds from his flock. Armstrong has stated he has opportunity to own "most powerful radio station in the western hemisphere," presumably referring to former Branch station, XELO, at Juarez, across from El Paso (800 kc). Also mentioned as possibility is XERB Rosarito, in lower California, assigned to 1090 kc with 50,000 w, now licensed to former President Rodriguez.

AT LEAST two FM receivers to retail for $24.95 will be displayed at FMA convention in New York Sept. 12-13.

ORGANIZING committee of NBC affiliates association [Broadcasting, Apr. 21] will meet in Chicago Aug. 4 at call of Chairman Harry Bannister, WWJ Detroit general manager, to set up agenda for meeting in Atlantic City just prior to NAB Convention beginning Sept. 15. Other committee members: Walter J. Damm, WTMJ Milwaukee; Ralph Evans, WHO Des Moines; Dean Fitzer, WDAF Kansas City; Nate Lord, WAVE Louisville.

PREST-O-LITE Battery Co., Indianapolis, reportedly planning chain break campaign for its fall advertising. Ruthrauff & Ryan, New York, is agency.

AT&T's eleventh-hour withdrawal of its proposed $40 per circuit mile coaxial cable rates [Closed Circuit, July 21] has some telecasters wondering whether coaxial will be used at all for television relay. Results of microwave relays have been most encouraging and in many quarters it is believed networking of television might be accomplished as efficiently by that method and at less cost.

PURCHASE by Broadcast Music Inc. of Associated Music Publishers Inc. catalogue including publishing and performance rights reportedly to be finalized within week. AMP list leans heavily toward classical, semi-classical and concert music and includes many composers not now in BMI.

WHILE there's no inkling yet as to how Federal Trade Commission will act on jurisdictional question raised in complaint filed by WWDC Washington on use of racing results and money giveaways by competitive stations in Washington [Broadcasting, June 23], Commission members are pondering seriously question of its jurisdiction. Action unlikely for at least couple of weeks.

FCC LEGAL experts think WADC Akron's appeal from 50-kw grant to WGAR Cleveland may not be Blue Book test after all, though heavy with Blue Book implications because WADC's rival application was denied solely on program grounds (see story page 40). Since denial to WADC turned on station's plans to use all network shows, Commission authorities feel case could be decided on question of alleged relinquishment of licensee responsibility by WADC.

ONE of summer's rare meetings of majority of FCC members planned for this week to handle matters needing more than minority attention, but time and place still subject to change. It's slated today (July 28) at Atlantic City, where three of six Commissioners are at International Telecommunications Conference. Session slated there last Wednesday was called off.

# our news director is a *Muzzle Loader*

Now don't get us wrong.

No one rams words down the throat of Howard Chamberlain. It's just that WLW's News Director is an enthusiastic follower of muzzle-loading rifle shooting. An expert shot with the "Long Tom," he's always on hand for the National Muzzle-Loading Rifle Association matches and has won the Crosley Artists' Shoot for five consecutive years. Howard also is adept at cabinet and furniture making, swimming and farming—is presently engaged in building a new home of his own design.

Chamberlain has demonstrated this same versatility in radio—to which he has devoted 22 of his 40 years. He started as a singer, graduated to announcing and later worked into production and program direction. In his seven years at The Nation's Station he served two as Program Director and the past two as News Director.

He supervises the activities of the 15 writers, editors, newscasters and commentators who make up the Crosley world-wide newsroom, and our own Washington News Bureau. Included are such well-known names as Peter Grant, General James E. Edmonds, Gil Kingsbury, Dallas DeWeese and Milton Chase. Howard also takes over the microphone for three newscasts daily and presents "Pulse of the Press" two nights weekly. He probably is known best, however, for his scholarly work as director and moderator of "World Front," originated by WLW to a Midwestern NBC network each Sunday.

Each newscast originating from WLW is written and prepared especially for our audience from the full leased-wire services of Associated Press, United Press and International News Service. The same is true of the daily on-the-scene broadcasts from Washington.

Thus, Chamberlain is responsible for the fulfilment of WLW's long-standing pledge—that no effort or expense will be spared to keep our listeners the best-informed radio audience in the world.

1922 **WLW** 1947
25th Yr.

CROSLEY BROADCASTING CORPORATION